


The
JONDwoskinTM
EXPERIENCE

Grow Your Business Big. **Very Big.**

**ENTREPRENEUR'S
PLAYBOOK**

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**10 Action Steps
for Entrepreneurial
Success**

By: Jon Dwoskin
Executive Advisor, Business Coach



Don't be afraid
to grow and change.
Push yourself to be who
you really want to be.

THINK BIG!

Entrepreneur's Playbook: 10 Action Steps for Entrepreneurial Success

We are all busy. We are all looking to grow. We are all stuck on some level. Start making small changes today that will make a BIG impact on your bottom line tomorrow. And, experience explosive growth.

Get out of your comfort zone.

The ideas in this book may seem simple, but they are not. They will require you to change your routine and become uncomfortable.

Rebuild your muscle memory with the advice that has helped me and my clients over the years.

Thinking BIG, starts with making SMALL shifts in your execution and your mindset. Don't look back and wish you had done more.

Start today. Grow today. Take action today.

Think BIG today!



As business owners and C-level executives, it's common for what once was our passion to slowly become our prison. We have to make a conscious effort to break through our daily habits of complacency and re-examine the fundamentals that got us to where we are. At the same time, we need to recognize that **what got us where we are won't get us to where we want to go.**

Here are **10 action steps you can take to achieve entrepreneurial success.** Use what makes sense right now. Study the list each month to pick the next fundamental to incorporate change into your business and experience the growth you have been looking for. Alternatively, pick one each day and use it to create change within your organization. It takes 21 days to break a habit and form a new one. These 10 action steps will help you get “unstuck,” bring clarity to your next business decision, assist you in pinpointing how you're wasting time and help you to continue to grow in the future.

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“Entrepreneurship is living a few years of your life like most people won't, so that you can spend the rest of your life like most people can't.”

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1. Assess Your Willingness

Here is the one question you need to ask yourself if you are going to start your own company: Are you an entrepreneur or not?

The answer is simply YES or NO. Maybe is not an answer. There is no middle ground. You can have entrepreneurial tendencies, but until you own a company, you are not an entrepreneur. If you have the willingness to take risks and get this thing started, keep reading. You WILL own a company!

ACTION ITEM: Commit to spending 15 minutes a day building your plan and putting your vision on paper. From this, you will gain a client or two. This timeline will be part of your business plan. Start building your dream, your vision and your freedom. As you grow, you will know when it's time to leave your current job and continue full time with your own.

2. Determine Your Unique Ability

We're all good at many things, but we have one or two very unique abilities. Dig deep to discover and understand what yours are. Don't wander through categories. You are great at some things, good at others, okay at a few, and even completely incompetent at a couple. Take the time to figure out what uniquely exceptional skill you have that separates you from the pack. That is where you should be spending 80% of your time. Delegate the rest to others and build from there.

ACTION ITEM: Take 15 minutes each day to determine and articulate your unique ability. Don't stop until you're done. Look for thoughts and opinions from people you respect, like colleagues, friends, and family.

3. Make a Business Out of Being Yourself

It's easy to wear a mask in business. We all do it. A lot. Corporate America demands this of you. But, as an entrepreneur, you can play the game while being yourself. You will have more fun and feel less constricted.

ACTION ITEM: Stretch yourself to find your voice in every situation. Be heard because of the value you bring to the table.

4. Don't Take NO for an Answer

Many of us have amazing ideas, but we don't act on them. Nothing is worse than remembering a great idea you had years ago when you see that someone else had the same idea and made millions on it. What is the difference between you and that guy? That person had faith in themselves - and that killer idea -- and took ACTION. You can do the same. So, do it!

ACTION ITEM: Take action! The idea that has been eating at you for days, months, years deserves a shot. Do something today - talk to someone, make notes, sketch it out - to keep that idea alive and moving forward toward your reality.

5. Project the Future: Beware of Disruptors

When we look back, we see some of the disruptors that destroyed companies and forever shifted industries. Amazon destroyed Borders. Netflix destroyed Blockbuster. Uber forever changed the taxi industry. The list goes on and on. The Borders, Blockbusters and taxis failed to see who was behind them and project change in their industries. You have to always be projecting, not only what your numbers are going to look like in your company, but who and what can put you out of business. The key is to constantly adjust and always be innovative.

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ACTION ITEM: Take a pen to paper or a finger to your notes app and start writing down how you would put yourself and your company out of business. At every moment, assume that there is a group of people sitting in a room thinking about how there is another way - an easier, cheaper, more efficient way - to do YOUR business. Don't allow yourself to be made extinct.

6. Build a Thick Skin

Sticks and stones may break bones, but when words hurt you, you and your business can be worn down. Having a thick skin is hard, but it is essential in business. We must be kind, but firm; tough, but nice; tenacious, yet approachable. That being said, you can't give a sh** what people think of you or say to you. You can't take anything personally. One of my favorite quotes is, "Don't spend time worrying about what others think of you. The fact is, they rarely do." Whoever said this was right on the money. Remember it as you develop your own thick skin.

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ACTION ITEM: Always be open to feedback, but make sure you are getting it from someone whose intent is genuine. It's okay to let it in one ear and out the other or simply walk away. Everyone has an opinion. Whether it matters to you or not is up to you.

7. Be the Solution to the Pain That is Their Problem

It is so typical that we don't own this. What seems so fundamental to us is not to others; yet, our advice can change the course of someone's business and/or life. Own that you are the solution to someone else's problem. There is HUGE responsibility in this, which is why so many people shy away from it. Have faith that what you offer gives others peace of mind and a quality alternative.

ACTION ITEM: If your unique ability solves someone's problem, you have a business. Now, go grow it!

8. Study Every Day

It's that simple. Do something every single day that will expand your mind, grow your skillset and develop your talents. This might mean reading a book, listening to a podcast, watching a webinar, or something else. Do it every day and the compounding effect will be tremendous to your personal and business growth.

ACTION ITEM: Commit to daily study. Schedule time on your calendar every day to learn. It can be as little as 10 minutes of listening to a podcast every morning on the way to work and again on the way home. Put it on your calendar so you have no excuses.

9. Leave a Lasting Impression

You are judged by how you walk into the room and in the first seven seconds you encounter someone. Smile! Show enthusiasm in your eyes and have a welcoming handshake. Be happy to see or meet people. Make time for them. Slow down and give them a little attention. Ask them a question or two about themselves. Collect business cards. Email people after you meet them. Put them in your database. Stay consistent in your communication with them. Close them in your business or get an introduction from them. They will expect the same from you.

ACTION ITEM: Attend a networking event. Be consistent with your attendance and put some on your calendar. Go, and have fun!

10. Always Be Prepared

Always take time to prepare. Prepare for meetings, introductions, presentations and EVERYTHING you do. You should have a PREPARE mindset in everything you do. It's that simple. When you are prepared, you make everything look easy to others. That is exactly how they should perceive you and your abilities.

ACTION ITEM: Proactively set time in your calendar to prepare every day.



About Jon Dwoskin

Jon Dwoskin is the founder and CEO of The Jon Dwoskin Experience.

When I was 18, my dad gave me Brian Tracy's audiotope series called *The Psychology of Success*. My dad said, "I know you'll do well in college, but I think you will get more out of these tapes than you will school." He also enrolled me in a Franklin Covey seminar on mastering time management. He nailed it. I was hooked. That moment set me off on a journey to study people, business, and entrepreneurs for the next quarter century (and counting!).

I am Jon Dwoskin and I am the founder of The Jon Dwoskin Experience. I have more than 20 years of experience working in corporate America and righting the wrongs that kept corporations and executives from achieving their potential.

I understand how the businessperson functions, as well as the tools each one needs to grow not only their art, but the business of their organization - and I'm passionate about it. I've turned this passion into a career as a specialist in growing business big. Very big.

How did I get here? I worked through a lot of challenges and I assessed everything that was thrown at me. My resume includes high-level investment and corporate turnaround work with such prestigious companies as The Hayman

Company and Marcus & Millichap, after starting one of the first online marketing companies in the United States at age 23.

I see business as a sport with me being the elite trainer. I take my clients beyond their comfort zones and lead them to an explosive new edge where they get their companies and themselves in the best mental shape to grow, run, and expand their businesses. As a C-level executive advisor and coach, I train businesspeople who hunger for growth and success - indescribable, boundless amounts of growth and success.

I am honored to have been the recipient of the Crain's 40 Under 40 award and the Eastern Michigan University Alumnus of the Year Award, where I double majored in Economics and Journalism.

I live in suburban Detroit with my incredibly supportive and loving wife, Joanna, and am the wickedly-proud dad of Jacob and Aria. Last, but not least, I am a cancer survivor and am excited to donate 1% of the proceeds from The Jon Dwoskin Experience to Imerman Angels, which provides one-on-one cancer support for those afflicted and their families. (ImermanAngels.org)

THANK YOU!

Thank you for taking time to read MY
**Entrepreneurial Playbook:
10 Action Steps to Entrepreneurial Success**

I know you have a lot of options and I am grateful that you took the time to read my ebook. I hope that you received value from at least one thought, idea, or strategy that you will incorporate into your business today.

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If you have any questions or would like to set up a
15-minute power session to discuss how we can work together,
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I grow businesses BIG. Let me grow yours!