

Six Deadly Slugs; Entrepreneurship & Profit Killers

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2014/12/05

Ladybugs For Profitability

- ❖ Slugs are the sneaky little **gastropods** that slither in at night, eating off the leaves and fruit off of many plants.
- ❖ Ladybird beetles, or ladybugs, attack a garden slug.



Slug No.1

Inability to Recognize Purpose Connecting Relationship/s

- ❖ Not understanding that spiritual (family or team) is **business**. It's lack of entrepreneurship problem no.1
- ❖ By spiritual family or team; meaning the inability to recognize purpose connecting relationship/s: people who will succeed and fail with you, whom you share common goals with.
- ❖ Building a functional leadership in the first level. The rest of the team may be passing by but the first level leadership is in it for life.
- ❖ It also includes placing above personal relationships over purpose, to a point of choosing spouse and children over purpose. We shouldn't have to choose but sometimes we find ourselves in those positions. Purpose is first. Spouse disconnected to this will create problems later.

Finding purpose and understanding your positioning and differentiation on earth is alone a very difficult breakthrough to arrive at. What is also difficult is finding spiritual partners, who maybe not necessarily your spouse. So, after all that grace, it doesn't make sense neglecting purpose and the relationship /s that keeps you realizing that purpose.



Slug No.2

Inability To Separate Decisions

- ❖ Not being able to separate your own emotions as well as your spouse's emotional rifts, and or your children's manipulation to a point of destructiveness to the business at hand; is lack of entrepreneurship. It will cost you!
- ❖ **Decision making is fuel to your business.** So go ahead and make them for the best interest of the business.
- ❖ *Owning a business is the highest form of service to the community, it goes beyond your tiny family.*
- ❖ Not being able to separate your passion or emotions from bringing in revenues and making profit, is deadly and mostly disservice.

Being passionate is good but it is not everything when it comes to raising capital. This is difficult because business is personal and we are full of passion for it, but remember that money doesn't have feelings or emotions, or even morals, it flows or move where space has been created for it. As simple as that.

Be passionate with your heart but do not forget to use your brain to create space for growth and money.



Slug No.3

Inability to Properly Price Your Product/s

- ❖ Overpricing and overcharging customers is plain evil. It is an attempt to extinguish the other's torch.
- ❖ All adults should be at least aware of the vulnerability to the so called 7 deadly sins and should talk themselves away from this trap.
- ❖ Businesses or people who do not honor their customers they eventually fall flat.
- ❖ There is never an excuse to overcharge or over billing people. It is theft.



Slug No.3

...continues

- ❖ Taking chances and taking advantage of people by overpricing, overcharging, robbing, corruption, money laundering and theft goes against good faith or good business practice. It is injustice and may send you to jail.
- ❖ “Seven Deadly Sins”, also called the capital vices or cardinal sins are part of Christian ethics or Catholicism to educate and instruct society concerning fallen humanity 's tendency to misconduct. These are:

▶ Wrath

▶ Greed

▶ Sloth

▶ Pride

▶ Lust

▶ Envy

▶ and Gluttony



Slug No.4

Ignoring Branding & Marketing

❖ Fourthly; *ignoring branding is ignoring self.*

❖ In the same bracket, marketing and advertising:

Putting off these until later is not **communicating** at all. Most people think marketing is for successful businesses, but it is actually the opposite, successful businesses are well marketed businesses.

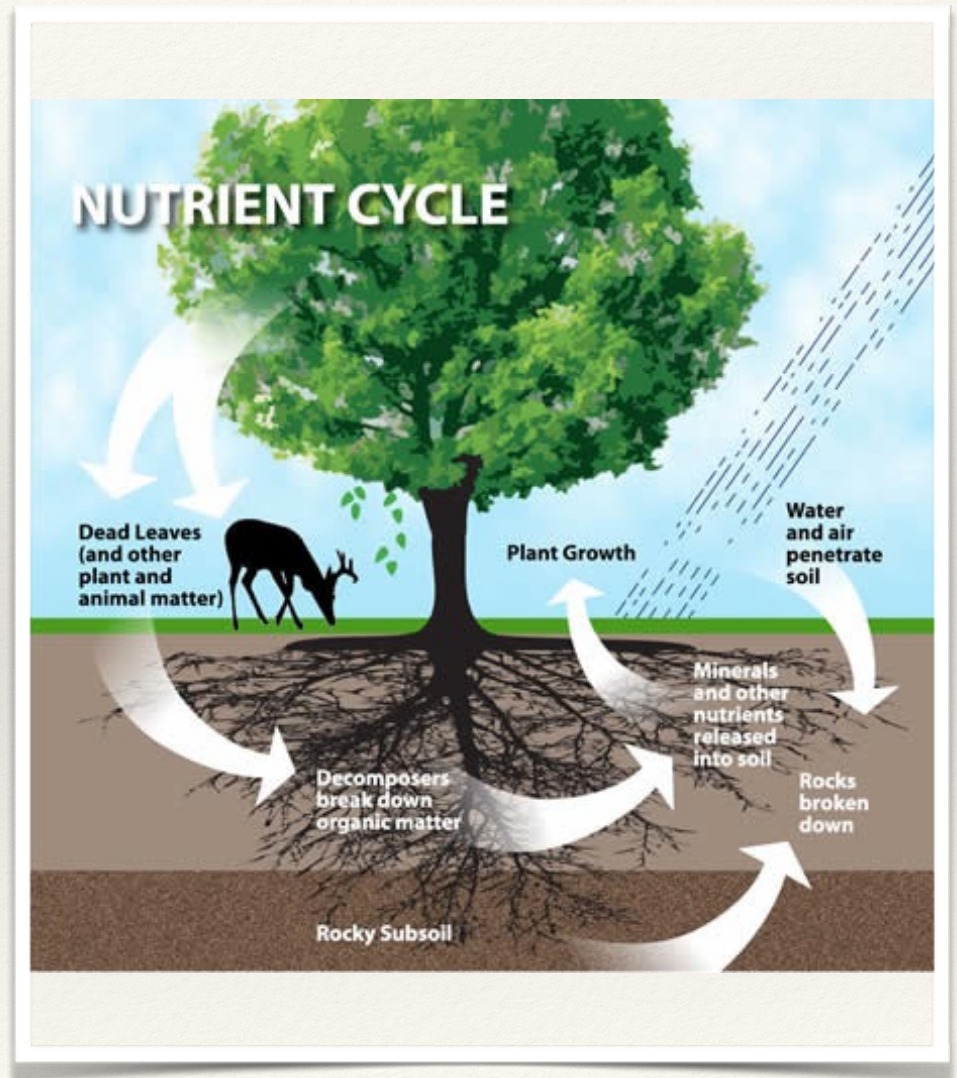
Your **differentiation** is locked-in in branding and in marketing and not communicating these, is like engine failure during test flight.

These are done **prior** business registration, before first day of operation and your clientele or market knows who you are and what you stand for. This way you build **strong trust foundation** for your business, of which is very difficult to built in the beginning when the business is still new.

But if you have demonstrated prior **your character, your passion and your integrity**; people may be very forgiving even when the media may attempt to discredit you.

Communication is the underground crust of connectivity, or say it is the board where you create the motion of your business processes or provisions.

Do it prior, do it first!



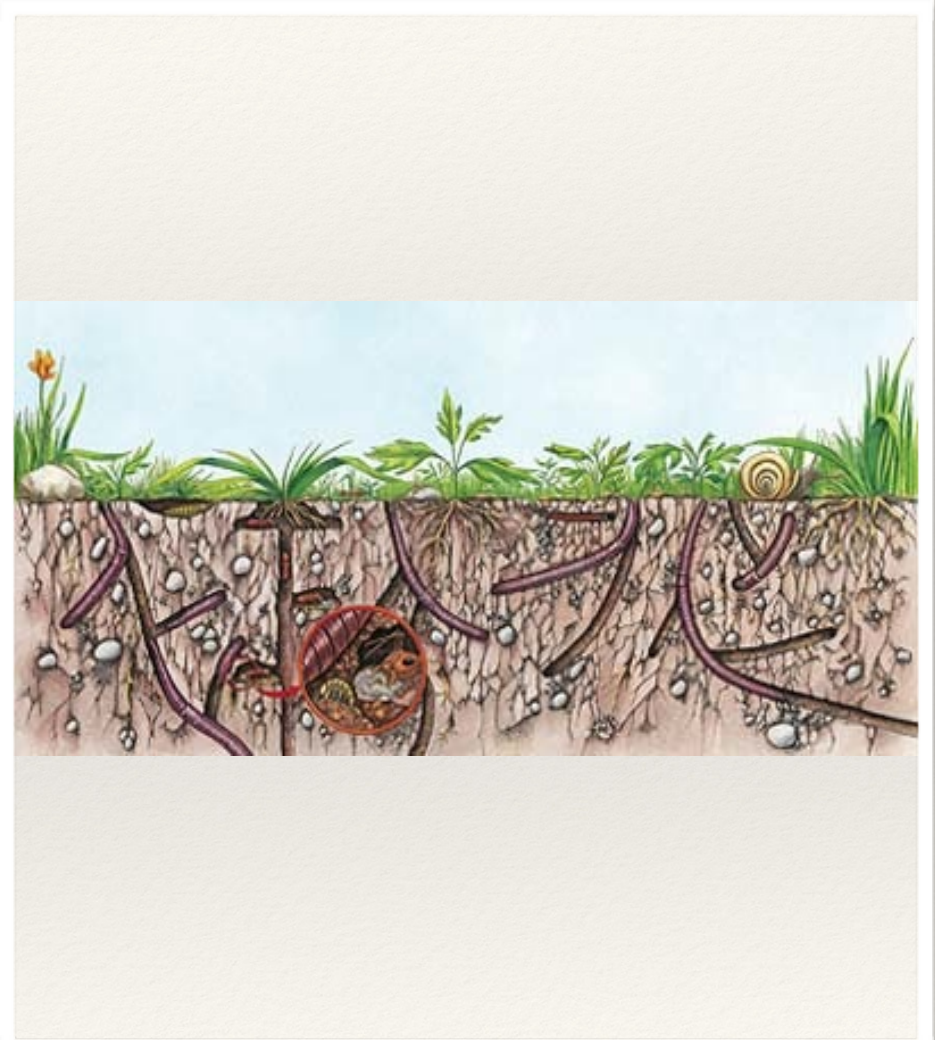
Slug No.5

Lack Environmental Awareness

- ❖ Lack of environmental awareness is a sign of a closed third eye and a closed third ear, which are critical elements of **balanced visionary leadership**.
- ❖ This awareness is paramount to understanding your city, your country and the global movement of things. Understanding them to almost accurate future predictions.

Entrepreneurship is like being a prophet, you are always in the present for the future.

- ❖ Create your own internal route of your products until it is in the hands of your customers.
- ❖ If this phase is designed well, it helps with even unforeseen benefits such as ***quality, quantity, efficiency, speed, value***, and so on ... Eventually leads to great rewards.



Slug No.6

Paying Less-to-No Attention To Detail/s

- ❖ last but not least; they say *God is in the detail*.
- ❖ Pore your heart, pore your soul, as though it were your last creation, leave everything on your product, each product and on every detail.
- ❖ Customers are smarter than you think, they can pick up on mediocre, rush rush. They can feel or see where things weren't really catered for them.
- ❖ Often people who pay less-to-no attention to their surroundings or others is because they think less of them, they underestimate them.
- ❖ Therefore similarly to paying less-to-no attention to the details of your own businesses or product creation is read *as an underestimation of your customers not your product*.



“The highest service demands the greatest sacrifice, but it secures the fullest blessing and the greatest fruitfulness ”

—James Hudson Taylor

OH HOLY NIGHT
CANTIQUE DE NOËL

Merry Christmas



@RePlicc