

BONUS TRUTH

About *The Small Business Bootcamp*TM

Keep yourself accountable



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the full version
of the book at our
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How do we make it all happen?

Knowledge doesn't lead to success.. Action does

As I wrote in the introduction, we don't often come across new knowledge and I certainly don't expect that the great business gurus of this world like Ken Blanchard, Ram Charan, Michael Gerber and Tom Peters are going to read *The Ten Truths* and slap themselves on the forehead, exclaiming: "Why didn't I think of that before!"

I once saw a stand-up comedy sketch where the comedian said: "I hope someone asks me to write a diet book one day; I know exactly how to write it and it would be the shortest book in history... Chapter one: Eat less... Chapter two: Are you eating less yet?"

Losing weight is not only about knowledge. Nor is creating sustainable businesses. The knowledge is important, and I believe that being aware of the significance of *The Ten Truths* is a great first step.

The next step, however, is taking action - and doing so consistently, day in day out, week in week out, year in year out. Every journey starts with the first step, but the only way to complete the journey is to take the next step, and the next step, and the next one.

Consistency is the key; it is the one thing that makes it all come together in the end. Just as the only way to lose weight is to eat less today, tomorrow and the day after, i.e. consistently, so you will only achieve your goals in business if you practice consistency.

Consistency is hard

Consistency is hard for everyone, but when you are the owner of a business you are all alone out there. No one will keep you accountable, no one will pull you into line and no one will reach out a hand to keep you steady when the floor under your feet starts to wobble every now and then.

For this reason I believe that the most important thing any small business owner can do to keep himself on track – to remain consistent, confident and focused –, is to put a support mechanism in place.

There are many ways to do this, depending on your circumstances and your needs. You can find a business coach or mentor, or you can put in place an Advisory Board of one or more people you have respect for.

I have created The *Small Business Bootcamp*TM to be a support mechanism for small business owners: www.smallbusinessbootcamp.com.au.

The Bootcamp is a six month intensive program for Small business owners who want to create Big Change in their business in a Short Time.

It includes regular one-on-one sessions, monthly group coaching sessions and monthly group training sessions where you learn about *The Ten Truths*, learn how to implement them, and then actually put them in place step by step by step. The reason it is called the *Bootcamp* is because it is tough. It promises hard work, sweat and tears - but it also

promises to be one of the most rewarding and exciting six months of your business life.

The *Small Business Bootcamp*™ is successful for many reasons, but one of the primary reasons is accountability. When you enrol in the *Bootcamp* you will have no choice but to be consistent, and your progress will be inevitable.

Not everyone who reads this book will be able to enrol in the *Small Business Bootcamp*™. I only run a face-to-face *Small Business Bootcamp*™ in Sydney, Australia, at this stage. And I only work with a very limited number of business owners at any one time, to be able to give them my full attention. Most of you will therefore need to find another way to keep yourself accountable and there are many good people and organisations out there for you. But make no mistake: when you start implementing *The Ten Truths* and keep yourself accountable to take the next step, and the next, and the next... every day, you *will* raise your own Healthy Bouncy Business.

Believe me, you too will live happily ever after...

If you have a great Ten Truths story of your own, I'd love to hear about it.

Send me an email to roland@thetentruths.com.au and I will include your story on the www.thetentruths.com.au website.

Next Steps

1. Find someone to keep you accountable.

Resources

- www.smallbusinessbootcamp.com.au
- www.linkedin.com/groupRegistration?gid=2770405
- A good place to find qualified coaches is via the ICF www.coachfederation.org/
- A great coach training organisation is Results Coaching systems: www.resultscoaches.com/
- There is a list of some great coaches on my website: newperspectives.com.au/Webresources.htm

Remember

The world is full of wonderful ideas and dreams.

Raising a Healthy Bouncy Business, however, is about doing stuff.

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