

Maximum Attention Gives Maximum Success

I think the above title must hold some truth for pretty well anything we choose to undertake, so maybe it's a rather obvious statement that isn't too clever because we all know this.

However it isn't my purpose to try to be clever, but to make the point that in **business**, regardless of the obviousness of this title that we all accept, 90% of those that **start a business** of their own, end up in the toilet.

While the national statistics raise lots of warning flags that this is the case, investigation of **business launches** that fail mostly identify as a root cause, lack of adequate planning.

I'm sure you can see bad idea, bad plans, inadequate funds, wrong location, low market, inadequate marketing, wrong pricing and even recession can all be listed with many others, but the truth is that all of these narrow back to the same problem.

Probably the biggest sin is that folks are actually allowed to buy their **business** certificate without any regulation or mandatory study. You don't even have to read a **Starting a Business Book** if you are daft enough to work without one.

I know too much regulation isn't such a great idea but if it meant that the statistics lowered to maybe 50% then I could see that personality or attitude might be partly to blame.

So, seeing that the marketplace has probably thousands of books aimed to **help you start a business**, why do so few take the little investment and trouble to put the much needed input into something that can seriously affect their future so quickly.

I've personally slugged through about 5 other books on the subject and must confess now to some bias, even though I wrote mine because of what inadequacies I felt other had.

I feel that a business training guide needs to be written from an experienced business person. Someone with **expertise** who has done it all several times. Who has developed the formula to **business success** regardless of **business type**.

If the author has already trained others then there is a fair chance their **business training guide** will follow a routine that begins with personal preparation and attitudes, enters into the reasoning and management functions, uncovers the best security

structures, safeguards the private assets, explains how to save a fortune in establishment costs, teaches through real examples to gain proxy **experience**, helps through provided templates to produce **business plans**, **Income Forecasts** and marketing strategies and so on.

If a student requires extra attention or clarification then support and mentoring is simple to contact.

The title above is resoundingly true so apart from the odd hiccup that can cause a **business** distress at any unplanned time if attention is not fully on the functions, clients and numbers, then it only begs for but a couple of weeks of dedication to the Business Guide to see through the clouds of ambition and to approach this need to be an entrepreneur with the support of an expert. New **business** must always **start as a small business** and be structured and developed to grow into a position of **maximum success**.

A good quality **Business Training Course** matched with a decision to give it **Maximum Attention** will enhance the potential to **succeed** proportionate to your input. A good **Business training Course** will also help with the commercial target you ultimately choose, which is really the only way to view your study. Study first and confirm or change you first target in line with your more complete knowledge and better commercial advantage.

Nathan Howard: *An Entrepreneur, manufacturing & systems analyst, consultant and mentor with 30+ years experience starting, running & developing successful businesses. To gain some invaluable insight and structure for your own journey forward, visit [With Your Success In Mind](#) for more information on [Starting A Business](#).*