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**FRONT COVER:**

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# Foreword

Most new businesses will fail and that is a statistically proven fact. That should not prevent an entrepreneur from commencing a new business because even if the new business does fail there will be lessons that can be learned from it. If you count yourself among people who want to fail, here are some suggestions for how you are able to do a better job of staving off success and ensuring absolute failure till you die. However if you want success... there are some 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 people who are interested in bettering their lives, I'm aware that several are committed to the contrary path. These people by choice decline steps that would lead to measurable advances. They prefer that everything fails — for as long as possible.

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

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

## **The Basics**

Three basics lessons can be taught about business failure and what is learned should be applied to a new business to improve its chances of not failing. The lessons are common sense and simple and probably because of that they work.

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

Do not pour money into a new business and keep feeding it cash hoping it will magically become a business – it will not and your business will fail.

Lesson two is all about focus. Lack of planning can mean no goals and no business focus. Flexibility is essential to running a successful business but so is focus.

The business should not enter into extraneous distractions which could devastate productivity and profits. The three main things that a business must focus on is its mission, its message and its market.

Most importantly 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 must focus, like a bulldog, on your mission and your message and be sure 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 better results for you, and desert them. Substitute them with habits that see to it there's no forward advancement. Even better are habits that induce reversion. Watch lots of television. Consume fast food. Keep away from exercising. Make Facebooking the high spot of your day.

Be careful... If you have the right habits you may just succeed.

Effective work habits are critical 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 customers or clients of the business well. By instituting some small changes to work habits it is possible to bring about much greater efficiency and production.



## **The Path**

To be most productive it is essential to work with minimal interruption to be able to remain on task. It goes without saying that some careful thought to timetabling and then scheduling can help to create time slots with minimal interruption so that tasks can be properly attended to.

Emailing can be very distracting to business. There should be a policy of individuals not attending to personal emails during work time. Emailing is a critical component of many businesses.

In such businesses it is important to allocate a definite time to work on accessing and dealing with emails for example on the hour. Emails should then be worked on for only a given time frame to ensure that time is still free to be productive and to deal with important business tasks such as marketing.

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

Paper should be dealt as paper management is critical. A lot of incoming paper is literally rubbish and should be placed in the bin. Just clearing out every bit of unnecessary paper can be very good for morale.

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

Everyone in the organization should be made aware of the pitfall of procrastination. Ensure that important 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 crucial to live in a place that gives forth a going-nowhere vibe. Seek spots that attract 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 individuals who will encourage you to assume paths you clearly don't need; living with your parents for as long as conceivable may be really helpful here.

Be careful... if you are in the right place you just may succeed.

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

For many reasons getting the right location can 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 others.

## **Location**

The location of the business may affect the workers to be employed at the business. Workers must be either available locally or else prepared to travel. It is important that those workers have the right skills.

If locally there is high unemployment it may be easier to recruit staff and it may be possible that they could be employed more cheaply. If there is high unemployment local people may not have the money to be able to spend in the business.

Another consideration for the location of a business is that the right amount of land and buildings must be available. Certain businesses need to be near to their customers or to their suppliers.

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

Certain businesses in primary industries will need to be sited near to material resources and secondary businesses may also be sited close to resources that are important to their business. All businesses need to reach customers and the location of retail business has to consider foot traffic counts.

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



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