



Stepping Stones: An Entrepreneurial Guide & Workbook

Justin Cappon

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Whether you are a startup Entrepreneur, an established business owner, or just considering starting your own business.. this workbook will be a PRICELESS resource to help you no matter what stage you are in! How do you ensure you have a solid foundation? How do you get the influence and exposure? How do you market your new business? Describe your services in 30 seconds? Find customers? Position yourself against competitors? How do you find your confidence? Lead your Team with purpose? Set goals? Establish a routine and effectively plan your calendar? All your questions will be answered here in this workbook! Whether you are starting brand new, or are an established business owner eager to sharpen your skills; everyone faces the same challenges of breaking through the noise, and getting exposure in their realm of business. Competition is fierce, and the market is extremely fast-paced! It doesn't matter whether you have a virtual business, or a brick and mortar location on main street. All business owners need to know how to structure their vision, transform that vision into a business plan, and convert that business plan into RESULTS! Each chapter of this workbook contains applicable concepts and principles that I have personally learned over a 15 year career in business, and more importantly.. PERSONALLY APPLIED in my own businesses! After applying these principles to our network marketing business, my wife and I experienced 1,311% GROWTH over the course of SIX MONTHS!! My Justin Cappon PRO coaching business was originally founded as a secondary service for our network marketing clients. Once again, after applying these principles, my coaching business exploded and grew 2,608% over the course of THREE MONTHS!! ! Make no mistake, this is NOT a golden ticket! During these periods of rapid growth in both of my businesses, I made the decision to GRIND every single day! In the words of the great Zig Ziglar, "There is no elevator to success, you have to take the stairs." What this IS, is a ROADMAP. A roadmap that will give you clear and concise direction of what steps to take, one right after the other, to find the success that you so desire in your business. I'm not handing you a golden ticket, I'm handing you a treasure map to find the golden ticket that was designed specifically for YOU.

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