

50 thoughts on business in no particular order:

1. If it's too good to be true it probably is.
2. For the majority of companies, an inch wide a mile deep goes further than an inch deep and a mile wide. FOCUS
3. You can't make a good deal with a bad person.
4. Learn about others' track records before making decisions to work with or invest in them.
5. Charge for your work and make profitability a goal.
6. People are assets, not expenses. Invest in your people.
7. A players want to work with A players.
8. Everyone in the business should have an understanding of how the company makes \$. This helps them understand how their actions impact the business.
9. Show me the incentives and I'll show you the outcome.
10. Very few people enjoy being micromanaged.
11. Long-term games are the most profitable games.
12. The media doesn't have our best interests at heart - take it with a grain of salt.
13. Writing down your ideas is a good way to gauge how good/bad they really are.
14. Leverage is a tool that magnifies outcomes. Proceed accordingly.
15. As an LP I want to invest in profitable GPs - they have a lot more weapons to create value and therefore returns.
16. Join a peer group or industry group if you can. @YPO has been 1 of the best things that I've done.
17. Use some type of personality or job trait testing before hiring people. It's better for you and for them in the long run.

18. Good manners like please and thank you go a long way.
19. Anger can get us in trouble. Pride will keep us there.
20. Be the bigger person and forgive. (Much harder said than done).
21. Celebrate wins. I did a terrible job early in my career of doing this.
22. Set company goals that the team is held accountable to.
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23. A company should run off of some kind of operating system. EOS is a great place to start.
24. Too many companies think hiring is the solution when most don't even truly understand the issues they have.
25. You're an average of the 5 people you keep closest.
26. Great accounting is so damn important. It's the language of a business.
27. Every company should have some kind of budget.
28. Put as many things on a credit card as you can and collect the points. (This isn't to say spend more than budget, just saying pay w cc when possible).
29. Owning real estate is not passive. Don't let somebody tell you it is.
30. Hire interns like you would a full-time employee. Some of our best people started as interns.
31. Tell your story to everyone - as soon as you're tired of saying it, they're just starting to listen.
32. Most things take longer and are harder than initially planned.
33. Skin in the game - always!
34. There are very few secrets in business. The more you share the more that will come around. Abundance mindset!

35. The more money that goes through a business, the more that has a chance of sticking around.
36. For software to work, everyone must be bought in and someone on the team should be accountable for its implementation, training, and success.
37. Culture is what you're willing to accept.
38. Find a good lawyer and use him/her. They're worth their weight in gold.
39. Ideas with no execution are hallucinations.
40. "It's just business" is bullshit. Doing work with family and friends makes it much more than that.
41. Never owe people money. Always pay your bank and debts. Want to win in business - pay on time or EARLY!
42. Just because someone is good at a certain job/skill doesn't mean they'll be a great manager of people. (I fall into this category.)
43. Every time I thought "if I get here I'll be happy" I was wrong. The journey is the destination.
44. Don't ask for advice from people who haven't walked the walk. Also, a great mentor is worth their weight in gold.
45. A credit score in America is as important as a SSN in a lot of cases.
46. Compounding interest is the best interest.
47. Learn to have tough conversations. It makes business easier and the people around you better.
48. Learn the tax code.
49. Business is for profit.
50. Work with people who take accountability for their actions - good and bad.