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Books and Business Curriculum

by Margo Bush

Dream Big, Live Big!

Win Your Mile

Don't Do Business Alone Elite Business Apprentice Program

The Road to Growth Program

Church Administration Resource Manual

DREAM BIG, LIVE BIG!

How Having The Proper Tools And Proper Business Principles Changed My Life, Business, Increased Sales, And Provided Financial Security.

YOU CAN DO IT TOO

MARGO BUSH

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DREAM BIG, LIVE BIG!

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DEDICATION

Thank you to all of the business owners, authors, and leaders I have coached, consulted and counseled over more than three decades of my career. You have taught me more than I have ever taught you about friendship, life, and living. You've helped me make the most of my journey and to live out my divine purpose in helping people win. This book would not have been written if you had not given me the opportunity to coach and mentor you.

I dedicate this book to one of the most amazing mentors I have had in my life. You held my hand and taught me the basics of business in the most difficult time of my life. You were a God send when life began to look very different. My businesses would not be what they are today without you and your teaching gift. Dan Vega, I owe the foundation of my success in business to you. Thank you.

PREFACE

If you have picked up this book, then I believe you have selected it because you are looking for answers. You're ready to find greater success in life and in business. You may be wondering whether you even have what it takes to build a successful business. I am here to tell you: YES, YOU DO! You will need some help along the way, but that is why I've written this book. I want to help you achieve your goals.

I've been right where you are, asking these same questions. I was desperate and didn't know who to turn to for real business answers. My small publishing company was just barely making it—but I wanted it to thrive. In fact, a day came when I desperately needed it to grow if I was going to support myself and my children after my husband unexpectedly died. At the time, I was in my forties, lost, heartbroken and hurting. I felt like my life had been thrown off track. I had so many questions—questions you have probably asked yourself as well.

If others are able to build successful businesses that serve their families well, then why can't the rest of us achieve that too? We all have the same twenty-four hours in a day to succeed in life. So, why are some people doing better in their business than others?

Why are some business owners barely making payroll while others are thriving? What principles are in practice—or not in practice—that are making the difference between dying or thriving, barely surviving, or living to the fullest? Is there a different set of rules the best CEOs are playing by? Or, are there just simple rules that small business owners

don't know or have never been taught? You started your business with passion, and you thought if you built it, people would come. When they didn't come and you weren't making any money, why not? You work hard every day, but nothing is changing in your bank account.

I believed there was more. In my desperation to build a life and business that would support me and my family, I began to look for answers. Those answers are the basis of this book and the answer to the questions I hear every day from struggling business owners across this country—principles that I believe will turn your business around, so it, and you, can truly thrive.

These principles changed my life and my business. That's why I wrote this book—so you can have the tools and knowledge you need to begin to build and enjoy success, the financial future you desire, one that reflects your hard work as an entrepreneur.

As we take this journey together, I encourage you to stay open to new ideas. Expect to discover things that may challenge you and change the ways you have always been taught about business that maybe, just maybe weren't right. I believe if you will take a chance on a new way of thinking about how to do business, it will ultimately bring about big results. Expect to learn how to truly take your business to the next level and dream big.

That's my sincere desire for you—and I'm excited to take this exciting journey with you to more success in business.

For Your Success,

Mango Bush

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SUCCESS

To laugh often, love more, work hard
enjoy the journey and have fun doing it.

To win the respect of men, women, friends
family and intelligent people.

To earn the appreciation of the honest critics
and endure the betrayal of friends and family.

To appreciate beauty, the world and the
wonders He has made to enjoy.

To contribute to humanity and leave the world
and those around you a little bit better.

To learn from your mistakes and have
the strength to overcome them.

To become better and give more.

To not quit or give up when those who
matter most can't celebrate you.

To learn to listen to those who do.

To know even one life has breathed easier
because you have lived, loved and given.

This is to have succeeded.

*Based on the writings of
Elisabeth-Anne Anderson Stanley, and Ralph Waldo Emerson*



CHAPTER ONE

Dream Big

The most courageous act is still to
think for yourself. **Aloud.**

—COCO CHANEL, fashion designer and businesswoman

Is there a financial roulette table somewhere that determines who will become successful and who will not? Who can grow a profitable business, and who can't? Does wealth come from being smarter and working harder, or are certain people just destined to have more than others? Is success based on gender or dependent on marital status? Does prosperity happen because one might look prettier, live on the

right side of the street, or be more gifted than someone else? Or could there be other factors that play a role in your success?

If you're like me, you've probably asked similar questions as you considered where you are in your life and your business. Most of us want success and we may even dream big—but so many times, we don't know how to turn those dreams into reality.

The bottom line—and what this book is all about—is this: *You* are the CEO of your own life. You—yes, you—have been entrusted with the life you've been given. What will you do with it? What will you set out to accomplish with the gifts you have been given?

Making a decision to take control of our lives and our businesses isn't always easy, especially when things don't go as we have planned. And believe me, CEO of our own life or not, we will all experience times when things go awry. In those times, it will be more important than ever to push forward toward success. Don't let past circumstances in your life keep you from having all you can have or fulfilling your divine destiny.

How do I know this? Because it happened to me. And it happens to others. Life can interrupt our dreams, and that leaves us with a choice to make about how we'll move forward. The way we come to the point of decision may differ, but the result is the same: we find ourselves facing a situation that demands we dig deep to survive and thrive. To not stay stuck in past losses or past hurts, but to move on with our lives and all that we are called to do. For me an unexpected death, lifelong plans interrupted, and grief called my name every day for years to hold on to what I had lost. Every day I fought to not listen to it, look forward and not keep looking back.

For me, this happened in the fall of 2009, when everything in my life changed in a matter of one unexpected moment. Before that day, it seemed as if my future had been carved out; life was fairly easy and smooth. Little did I know what was ahead, and how vital it would become for me to dream again and see life bigger in order to secure a future I could be proud of.

In other words, everything you're about to read in this book is the result of lessons I've learned, many of them the hard way. I know these principles for life and business work, because I've lived them. And you can learn them too. You, too, can dream big and fulfill your God-given destiny. Your business, and your life, can thrive and be as big as you want them to be. But you have to choose it and pursue it, because it will not happen by accident. It requires effort and disciplined mastery of your business to make it happen.

MAKE YOUR CHOICE

A businessman once said to me, "If you will listen to me and do everything I tell you to do, you will be set for life."

At that time, the very idea of being set for life seemed impossible—yet I knew I needed a drastic change in my circumstances. The business that had been laid in my lap to run was suffering. I had just lost my husband, and the grief was more than anyone should be expected to handle. I could hardly get out of bed each morning, even though my business needed my full attention. Most days, I cried so hard that my heart felt like it was going to come out of my chest. Whenever I worked late at the office, driving home in the evening became a challenge because the lines in the road disappeared for all the tears I was shedding.

Beyond my obvious and understandable grief, I also faced fear, confusion, and a sense of overwhelm at the thought of the future. I had been a pastor's wife for years and had helped run a growing ministry. But it all seemed like second nature, and I didn't really know how it translated into corporate America. All I knew was that I had worked hard at serving people. Even if I gave up my business and looked for a job, I wondered who would hire someone who had no real corporate experience.

I was facing the reality of taking care of myself and a teenage son, something I had never had to do alone before, and it frightened me. How was I going to survive? Desperate, I knew I had to find the courage to walk a new road in life and business that I had never before walked.

You may find yourself in a similar bind. Many of us are. Statistically, fifty percent of businesses that open today will close within one to three years. There is something desperately wrong with those numbers when we have the ability to access massive amounts of information, most of it for free. The information is out there. Yet three percent of the people in this country have more wealth than the remaining ninety-seven percent combined. Why is this?

Here's what I know: No one opens a business just to close it down. Yet more than 400,000 businesses close each year. Why is that? And what can you do to avoid being one of those statistics?

It's time to learn how to grow your business properly, so you can genuinely succeed at being an entrepreneur rather than barely making it. Listen, if you want to work from home and make a good living, you can. If you want to make money doing what you love and

running your own business, you can. If you want to grow an empire and put lots of people to work, you can. It is not only possible but probable—when you know and execute the proper principles for business success. You can learn how to build a strong company, grow for future returns, and do it the right way, without compromising your ethics.

When I found myself facing my own choice of whether I would learn everything possible to make my business thrive, I had no idea of the great adventure I was about to embark upon. I had no idea how much I didn't know about proper business practices. Not long after I started seeking solutions that would grow my business, a set of what I call miraculous events began to happen that gave me the opportunity to learn the proper tools and business principles that would change my life.

Over the course of the next few years, a framework for business emerged for me, one that would really work. I felt like a new baby beginning to walk. But I leaned into it. In the course of this learning process, I had some wins and some failures. I didn't do everything right, but who does? We all have to get over our failures and move on to the next task. If you've had failures, it's time to let them go and use this time, this book, to help you move forward.

SUCCESS IS UP TO US

Don't be intimidated by what you don't know. That can be your greatest strength and ensure that you do things differently from everyone else.

—SARA BLAKELY, founder of Spanx

It is my hope that in the pages ahead, you will see the thread woven throughout your own journey that has prepared you to go bigger, do more, and have the courage to build your own dreams. My goal is that this book will fill in the holes that may be missing in your business education right now and equip you to know how to take your business or organization to the next level.

In other words, may this book and the knowledge in it serve as a destined opportunity for you to move ahead in life and business. May it help you to have the courage to go beyond the broken heart, the fear of never having enough, so you can live bigger than the obstacles you may be facing. These are not just your dreams we're talking about—they are your destiny.

Just remember, if your name is on it, then it's no one else's but yours. And you deserve to pursue it with everything within you until you accomplish all you are destined to do.

Oh, and by the way, I listened to my friend and followed his business advice. Within three months I had tripled my profits, and by the end of that first year I had paid off all the debts in my business. It was a joyful milestone in my life, something I had never done on my own before, so needless to say, I was ecstatic. That year, I closed the door on scarcity and never looked back.

Over the next few years, I learned how to run a business, what to do and what not to do. Watching and learning what worked and what didn't work was the best on-the-job training anyone could ever have in order to grow a business. What I learned, I'm now sharing with you, so that you do not have to do it alone, as I did.

My hope is this, that these principles will give you the tools and education you need to grow beyond where you are today and give you hope when you are frustrated and struggling, like they did me. If you are looking for answers and you stay open, opportunities to move closer to your destiny will be there for you at just the right time. I believe this book is one of those opportunities. May these principles and insights serve you as well as they have served me—so you can dream and live as big as you want to.

TO YOUR SUCCESS

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