

# THE INTANGIBLE BUSINESS ASSETS THAT MAKE BUSINESS WORK

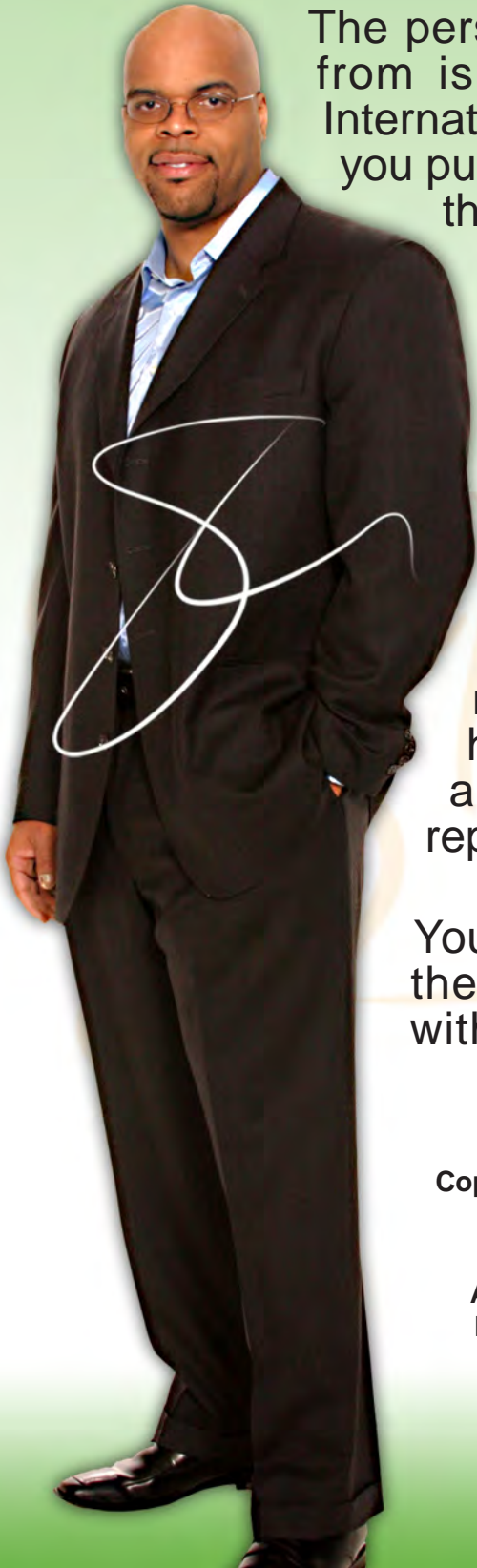


*Stephen*  
**PIERCE**  
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# THE INTANGIBLE BUSINESS ASSETS THAT MAKE BUSINESS WORK



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# THE INTANGIBLE BUSINESS ASSETS THAT MAKE BUSINESS WORK



## The Intangible Business Assets That Make Business Work

When you think of business assets, what comes to mind? Most people tend to think about how much money they have, how many clients they have or how much equipment they have.



They tend to think in terms of tangible business assets. These are important but a great deal of your business success rides on intangible assets. Your human capital is an intangible asset. Think about the people in your business and the skills and talent they bring.



Information capital is another asset. Your information systems and networks allow you to get critical information when you need it. You can then use this information to give you an edge in your business.

Organizational capital is another asset. This includes teamwork and how your people work together. This can also include your ability as a team to execute things.

You cannot touch these assets but they are just as important if not more important than the tangible assets in business.

Your personal intangible assets are another aspect. There are three things in business that are absolutely critical and they are all personal intangible assets. If you have these, every single thing that you want to accomplish in your business will be yours. Without these you will struggle.

They are very basic but extremely powerful. They are focus, consistency and patience.

### Focus

When most people talk about focus they are only talking about one dimension of focus and that is what to focus on. There are in fact three dimensions to focus. There is where to focus, what to focus and when to focus.



Here's an example:

You know what it is you need to focus on but the environment that you are in is not suitable. There is really loud music playing in the background and this is disrupting your focus. This environment is distracting and it doesn't support you when you need to focus.

If you needed to study you wouldn't go to a rock concert and pull out your books. You would go to the library or a quiet room where you can focus on what you need to do.

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The where to focus is all about your environment, the when to focus is about when is a good time to focus and the what to focus on is about what you want to do in your business. If you miss one of these you will have an issue with your focus.

When to focus can confuse a lot of people so I want to explain this a little further. We all have times when we have a higher degree of focus or the ability to focus. There are also times when we aren't focused. You need to choose the right time when you know you will be at your best and have the ability to focus.

What I'm talking about is knowing yourself and knowing your rhythms. You already know whether you are a morning or afternoon person so you know that your ability to focus is best during these times.

If you can create the proper synergy between these three dimensions of focus you will find that you will get an unbelievable amount done.

## Consistency

Consistency is power. If you are not consistent you don't get the benefits of cumulative effects. If you don't know what cumulative effects are here is an example:

When you work out consistently your body starts to change. Your body fat percentage drops, your energy levels increase and your overall fitness improves. This is cumulative effects.

In business there are only a few absolutely critical things that you need to be doing. These are the absolute musts for your business to succeed. These are the things that you need to do consistently. If you wait until you feel like doing these things you will run into problems.

You need to understand what needs to be done in your business and you need to do these things consistently. You should also make sure that you get feedback for what you are doing so that you can make any necessary adjustments along the way.

## Patience

I know that in today's world patience seems like a thing of the past, but you really do need to be patient.

Patience is the result of understanding the process.

Let me give you an example:

Many of you probably have children. When women become pregnant, people don't keep asking where the baby is. They understand that it takes nine months before the baby arrives. They are excited about the process but they have patience.



If you are growing a beautiful vegetable garden you don't plant the seeds and come out the next day expecting to see vegetables. This is because you understand the process and this gives you the patience you need.

If you don't understand the process of growing a successful business you may lose patience. You will bail out because you didn't understand the process and you didn't wait around to see the fruits of your labor.

These three intangible things all work together: focus, consistency and patience. When it comes to being successful, you need to understand that there are two sides to the coin: tangibles and intangibles. The tangibles cannot be conceived without the intangibles. It is the intangibles that make all the physical assets possible. When it comes to business you need to make sure that you have the proper balance between the two.

# THE INTANGIBLE BUSINESS ASSETS THAT MAKE BUSINESS WORK



## If You Are Sick And Tired Of Struggling To Make A Living, This Internet Millionaire Will Personally Hand You Everything You Need To Start Making Real Money On The Right Away

The economy is still in a shambles and experts warn the worst is yet to come. The government bailed at the banks and the auto companies but no one bailed out the little guy...except for one Internet marketer.



It's a huge leap from the mean streets of Washington D.C. to Buckingham Palace, but Stephen Pierce was recently invited for dinner by Prince Charles.

He's been featured on major television news programs and speaks to packed houses around the world. He preaches a very unique message...

### This Is The Best Time To Get Rich

This may be the toughest time in history to get a job. Homeowners are forced to walk away from their homes in the face of foreclosure. And the commercial real estate market is about to go down the toilet as well. Yet for many, life has never been better.

You see there is one sector of the economy that gets stronger every year. It's doing business on the Internet. And it seems everyone – from the big players to 80-year-old grandmothers – is getting in on the action. It seems the Internet has never heard the word recession.

Amazon.com was started in someone's garage. Today, it rakes in \$19,000,000,000 a year – that's

19 BILLION dollars. Stephen Pierce is people, it seems so daunting. That's why Stephen Pierce's **MRMI Super Cash System** has been so popular worldwide.

### Live The Life Of Your Dreams!

**YES!** You come home to automated cash each day.

**YES!** You can go on a vacation whenever you want.

**YES!** You can work from home or from any location in the world with an Internet connection (even the beach).

**YES!** You can pay off any lingering debt that is eating away at your life.

**YES!** You can drive a new car every year for the rest of your life.

**YES!** Your Internet business can become your own personal ATM machine.

**YES!** You will be free of your J.O.B. and bosses that drive you crazy.

**YES!** You can do this in just 60 minutes a day.

**NO!** This is not a job.

**NO!** You don't have to have any experience at all.

**NO!** It won't take you months (or even weeks) to get started.

### Super Cash Success Stories

Stephen is a popular motivational speaker and knows what to say to get people to take action. That's why his system is getting great results like these:

"I made more money than I thought I would in 11 months simply selling a \$29.95 information product on the Internet working from home. By following Stephen's teachings, I have been able to retire my wife, travel with the family, and enjoy the good life." – **Greg Cesar**

"I ended up with tons of sales in 21 days.

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### Claim Your \$4,276 Internet Income System Today for Just \$1 And You Get:

- A 70 minute streaming video presentation of "Real Money, Real Fast." This dynamic presentation will get you moving. You also get the audio version too.
- The 7 Steps to Success Worksheet. Just fill in the blanks and you're on your way.
- 12 Instant Income machines with Private Label rights. These are income machines in the "go" position. You just add traffic and keep 100% of the income.
- 12 Ready-To-Earn Google Cash Creators. Just add traffic and Google will send you a check every month. Nothing could be easier.
- ...And much more!

Stephen believes in the power of the Make Real Money On The Internet In 7 Steps Super Cash System so much that's he's letting you claim his entire \$4,276 Internet Income System today for ONLY \$1.

### Click Here Now To Claim Your \$4,276 Internet Income System Today For...

# ONLY \$1

**SATISFACTION GUARANTEED -- 30-Day Money-Back Guarantee**



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## Intangibles Worksheet

To explore intangibles as they apply to your situation; please consider the questions that follow:

1. Are you happy your list of business assets?

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2. What intangible assets does your business have?

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3. Are you using the three critical personal intangibles in your business?

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## Intangibles Worksheet

4. How can you ensure that you are using the three dimensions of focus?

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5. Have you determined when your time to focus is?

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6. Are you consistent when it comes to doing what needs to be done in your business?

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## Intangibles Worksheet

7. How can you ensure that you are consistent in your business?

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8. Are you being patient while waiting for your business goals to manifest?

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9. Are you monitoring your progress and getting feedback?

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## Intangibles Worksheet

10. If you are off track with your business goals, what steps can you take today to get back on track?

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11. What do you intend to focus on consistently to ensure your business success?

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