

The
**Little
Black
Book**
for Entrepreneurs

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About the Author

Currently living in a salubrious part of London, Matthew was actually born and raised in a small dusty town in the wild untamed Australian outback. That's where he learned from local aborigines not just the skills, but developed the mental toughness, of being self-reliant, fearless, and driven to succeed. All essential to survive one of the most inhospitable landscapes in the world.

But equally valuable in the world of business. He is fond of telling stories from his outback adventures that have shaped his unique perspective and style of business. Combined with his larger-than-life character and business acumen it has earned him the title **“The Outback Entrepreneur”**.

Matthew left home at 14, started his first company (logistics) at 18, selling it at just 20. Then founded a \$55M telecoms company before the age of 30.

His passion is Visioneering. Helping founders clearly define their vision & direction. They then use the insights gained to reduce marketing costs, increase sales conversion by “engineering” the messaging and strategy.

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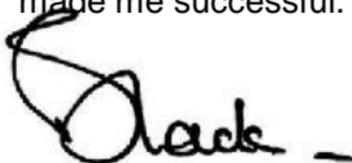


Dear Reader, I created this book to be written in, to be carried around, to capture hot leads, opportunities & inspired ideas.

As I approach my 30th year in business I look back, and autopsy my past business adventures. I have come to better understand the confluence of circumstances, resources, and thinking, which enabled my success in business.

The things I have learned, the tools I use, were all forged in the fires of failure, continuous refinement, and real world application in hundreds of businesses.

In this, my “little Black Book” I will share some of the things that made me successful. I hope they work for you too.

A handwritten signature in black ink that reads "Black" with a long horizontal stroke extending to the right.

Matthew Black

Founder / CEO - Red E Limited www.getred.co.uk

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HEAD

HEART

SIZZLE & SAUSAGE

TOOLS & TIPS

**Organize Your Mind,
and the Rest Will Follow**

HEAD

**"In the kingdom of the blind,
the one-eyed man is king."**

Desiderius Erasmus

What's going on in there?

I have always had an interest in how my own mind works. I suppose it's because most of my early focus was sales-orientated, and the ideal salesman has a deep understanding of people. Thinking ahead of your prospect, high empathy, understanding motivations as well as what social & physical cues to look for in terms of the buying process.

The most useful skills I think I have acquired in all my years in business have always been in the area of understanding people, drivers, limiters, motivators and distractors.

Knowing what & how your ideal prospect thinks is the single biggest advantage that any business can have.

The “impossible” 4 minute mile

According to legend, experts once said the human body was simply not capable of a 4-minute mile.

In fact the record of 4:01 stood unrivalled for over nine years, and despite numerous attempts it took until 1954 for Roger Bannister to break “the barrier” with 3:59.4. Was he just faster?

No, in fact our research suggests he was ranked well below many others who had recently made an attempt to beat the record.

So what was his winning secret?

As part of his training, Bannister relentlessly visualized the achievement. He trained his mind in order to create a sense of possibility as much as he trained his body for the task he was undertaking.

Today its common most routine, and even high school children have broken the 4 minute mile barrier.

Nelson Mandela's powerful quote "It always seems impossible until its done." hints at, an essential truth about humanity.

That our greatest limitation is frequently ourselves.

Less is more

Simplicity and clarity in all things lead to good brand, better customer engagement and much more. People just “get it”.

Google is a perfect example of a 'solution focus'.

While other platforms added more and more things (news, weather, sports, video) into their homepages.

Google focused on one thing, the best search results, presented simply. After that they had a very smart plan to monetise, but it started with and continues to this day, to solve the customers burning issue.

“I just want to find stuff”

“Big fish in small pond”

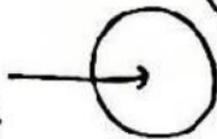
Companies that have over 40% of the market share in a niche typically get up to 250% better ROI for marketing than those who have under 10%.

NICHE SMALL

Niche can reduce your marketing expenses because your more focused. Niche marketing is a way for a new business to enter a market. It allows you to concentrate your time and resources narrowly to maximize your effectiveness in gaining a foothold.

Niche too much or too long can leave you vulnerable to strong competition. Diversify once you have a strong business with organic growth in your Niche.

Your
comfort
zone



Where the
magic happens

Find big problems not big ideas

One of the biggest mistakes a start-up can make is building a business on an idea.

Apps are particularly guilty of the 'idea trap'. That's why +90% never make any money. Simply they start with, "let's build a better, faster, more featured app than anyone else". It's flawed thinking, it's an arms race you can never win.

Ideas are great, but only if they come from "my idea fixes this specific problem". In fact, your perfect customer is one that has the biggest "pain" that you fix.

Ask yourself:

Whose hair is on fire to get a hold of my solution?

I CAN.

I WILL

End of story.

With all the hype out there you might be fooled into thinking that for success you just have a “go for it” attitude. While this is critical, so is a sane decision making process & building your business in the real world.

Do people want it? (market research)

Can I deliver & will I make money? (business planning).

It sounds SO SIMPLE, but trust me, I meet people regularly that don't meet even this basic criteria.



Indecision is worse than failure, at least if you fail you tried, and you might learn something. You're the boss, make a decision, live with the consequences.

Stop asking permission, poll staff, mentors, professionals for their opinion, that's just smart, but it's your business, if you're not going to drive it, who is?

KNOW that you don't know everything. You cannot do it alone, nobody has ALL the skills needed to succeed. Outsourcing to specialists makes financial sense.

Business is a TEAM SPORT, get people involved, share your vision, let them build the dream with you (allow contribution).

But remember it's your vision, you need to be the biggest fan.



A big part of a CEO's job is to motivate people to reach certain goals. Inspire trust in investors, attract partners, affiliates and more.

Leadership can take many forms, and is essential at many points. But don't be alarmed, I will share with you the easiest and most powerful feature of being a good leader.

First, be yourself, there is nothing as inauthentic as someone pretending to "Fake it till you make it". Secondly, leverage your clarity of vision, tap into your passion. Why are you doing this business? Why this product? Why this model?

Telling your story with clarity and passion will win hearts and minds. When you pitch or write marketing collateral, pretend you're talking to an old friend. Try to sharing your true feelings. Trust me, if you tell people a story, heartfelt and honest, you will win not only supporters but advocates.

----- END OF SAMPLE -----

What else are you missing out on?

EARLY IDEA VALIDATION - Quick internal testing before you go and speak to real people.

REAL WORLD TESTING - the Super fast version

VALIDATION EQUATIONS - a rating system to help you decide which idea is the best one.

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Sharif George of The Sales Engine

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