

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

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**ENCOUNTER THESE MISTAKES
AND YOU'RE SUNK!**

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

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The Minefield of Civvy Self-Employment Encounter These Mistakes & You're Sunk!

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THE MINEFIELD OF CIVVY SELF-EMPLOYMENT



Hi, my name is Stuart Welbourn.

I'm grateful you've decided to devote the time to join me today; I assure you that you will be glad you did.

Welcome to “The Minefield of Civvy Self-Employment Encounter These Mistakes & You’re Sunk!”

This may be the first time you’ve encountered my work, so let me tell you briefly about what I’ve done in the past so you can then decide to read on & act upon my advice.

I have created numerous audio programs for my one to one clients over the 13 years I worked as a psychotherapist & have also provided therapeutic services for a popular day time TV show. I don’t know it all, but I’m working on it!

Seriously though, there is always something new to learn, a different approach to consider, a new piece to the puzzle. It is my sincere hope that you find the following information to be a valuable piece in your quest. My aim is to help you to help yourself to achieve the fulfilling life you deserve.

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

Brief

I'm writing this book in the hope that you will avoid some of the mistakes I've made since leaving the Royal Navy in 1996 and starting my own businesses.

If you speak to many business coaches/mentors these days nearly all of them say "I don't have all the answers" and guess what, neither do I; but I'm working on it!

People who have known me over the years have accused me of being a "know it all", this is incorrect; what I am, is a "know a lot." I will talk about my credentials in various sections of the book, but just trust me for now that I'm not just some arrogant arsehole.

One thing I have learnt about human behaviour as a psychotherapist is that even with the best intentions in the world; we're all pretty crap at following good advice. So although I will give you plenty of tips on what you could be doing to improve your business, the main purpose of this book is to tell you what not to do.

This "what not to do" is different to when you are abroad and told by your CO what not to do, i.e. you're told to avoid the walled city area of Hong Kong and so that is the first place you go. No, in this case you really do want to avoid these mistakes, because otherwise you will seriously deplete your beer tokens reserve.

If that doesn't motivate you to pay attention, I don't know what will!

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You may be wondering why after 13 years I decided to quit working as a therapist and concentrate on helping you to become a successful entrepreneur. The short answer to that question is; no one else was doing it. The long answer will require you to read this book to the end.

There is plenty of business advice out there, but these are civvy run resources. How can a civvy expect to empathise & effectively communicate to someone who has lived a life they could never even begin to imagine? No matter how long you've served, your transition to “civvy street” is going to be an interesting and complicated time.

If you're also planning on running a business; it's going to be even more fun.

I can tell you from personal experience that some of the help that is supposed to be out there for veterans is not so helpful. As I write this forward to the book I am undecided as to whether I shall include details of these experiences. However the motto of SkilledExforces.Com being "Integrity, Consistency and Reliability"; there is a good chance that I will! (Or maybe I'll include them in the second edition of the book.)

Some agencies are using you as a PR tool to promote their own self-interest, many are jumping on the bandwagon whilst it's fashionable to help you and some will possibly offer you assistance when you hit rock bottom (not guaranteed though).

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All this may sound very negative, and I always like to promote positive thinking. So I don't want you to think that there is no help out there, because there are plenty of genuine people willing to support you dependent on your circumstances.

I intend to be honest with you at all times.

Whilst it's true that I hope to make some money from you at some point, I have no intention of ripping you off. I have a genuine desire to see you succeed in whatever business you are planning to run (providing it's ethical).

I came up with my three-phase plan whilst convalescing from a hernia operation and a back injury in late 2009.

The first phase is the creation of a website where anyone who has served in the armed forces and runs their own business can advertise their products or services free of charge and so the idea www.SkilledExForces.Com was born.

The second phase is the creation of a sister website where resources & information products designed specifically for service personnel will be available. You will find them soon at www.SucceedAfterService.com

Details of the third phase of my plan will be promoted on the same website.

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Since demob I have known many veterans - from all the services - who have run their own businesses.

Some have failed within the first year, some have been successful for a number of years, and others are highly successful to this day.

As I've already mentioned, it is not the main focus of this book to model the behaviour of the highflyers.

I will point out though that that kind of information is available in an interview series entitled "Interrogation of the Experts" that you will be able to subscribe to at www.SucceedAfterService.com.

The businesses that either failed immediately, or eventually made some, if not all of the mistakes, that are outlined in this book. Avoiding the mistakes will not guarantee you success, but making them will almost certainly guarantee failure.

You know how to work hard.

You know how to take pride in your work.

You know how to be polite when necessary.

You can work as part of a team or on your own.

You can think on your feet.

You can adapt to almost any situation.

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You have a rich and diverse life experience.

You have a variety of skills and knowledge.

You have a burning desire to achieve more.

Wouldn't it be a terrible waste of such a valuable commodity if you ended up cleaning forecourts, working a production line or driving a security van?

I very much doubt you said no if you are reading this book, but if you did I assure you that having done this kind of work (whilst building my therapy practice), you would not think so for long.

I lasted one week on a production line before having to threaten my supervisor with violence, but that is a ditty for another day!

If you are leaving the service with a gratuity and a pension, you may be considering just working part-time in a simple job. I'm sure this does suit a few people.

However, from my experience in these simple jobs, almost everyone that I encountered who had done any military service had three things in common:

1. They felt unfulfilled in their job.
2. They spent a lot of time reminiscing about their service days.
3. They were the people that everyone turned to when there was a problem.

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Some of these people had bought themselves out, a couple had been kicked out, and others had done their full-service.

The conclusion I drew from this was that once you've served; it's always in your blood. I am yet to meet a veteran who does not miss at least some aspect of being in the armed forces.

After the experiences you've had (good and bad):

Do you really want to work in a mundane job?

Do you really want to be taking orders from some wet behind the ears ass kisser?

Do you really want to be surrounded by gossipers and backstabbers who don't understand the concept of teamwork?

It is my opinion that a good percentage of the population of your country are more than happy to support you when you are in foreign lands and under fire.

They are more than happy to give a few pence for a poppy once a year to help support one of your colleagues who may have had a limb blown off.

They are more than happy to sit around discussing how terrible it is that you are not properly equipped when you are in theatre.

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When it comes to being in their workplace, the story can be very different.

Many of them will not understand about taking pride in your work.

Many of them will consider you to be intimidating and confrontational¹.

Many of them will see you as competition for promotion and will secretly undermine you.

I know it sounds like I'm painting a bleak picture, but I'd just like to prepare you for what you may encounter. Civvy jobs aren't all bad, I just prefer the alternative.

Running your own business is not going to be easy, but nothing in life of any worth ever is.

When faced with any decision it is always important to weigh up the pros and cons.

In my opinion the pros of running your own business far outweigh the cons.

¹ I was accused of this for peaceably voicing my opinions when they contradicted a health centre managers opinions.

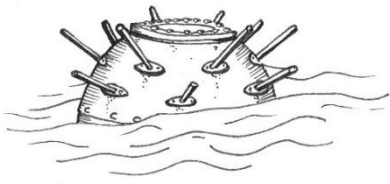
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Yes in the beginning there are long hours, quite often for little money, but if you avoid the mistakes outlined in this book; you will soon be reaping the rewards for your efforts.

I hope you will gain some valuable insights by the end of this book, and that in the future we can work closely together to ensure your success.

Stuart

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1st Mine

“You’re a Strawberry Mivvy now!”

Holding on to the Military Lifestyle.

So you’ve done your resettlement, handed in your ID card & you’re now ready for Civvy Street?

Bullshit!

It is not the purpose of this book to prepare you for aspects of everyday civilian life. Nothing can really prepare you for all the changes you’re going to go through as you acclimatise to your new way of life, but I guarantee there will be at least a few hard days ahead.

On top of that you want to run your own business; you deserve another medal!

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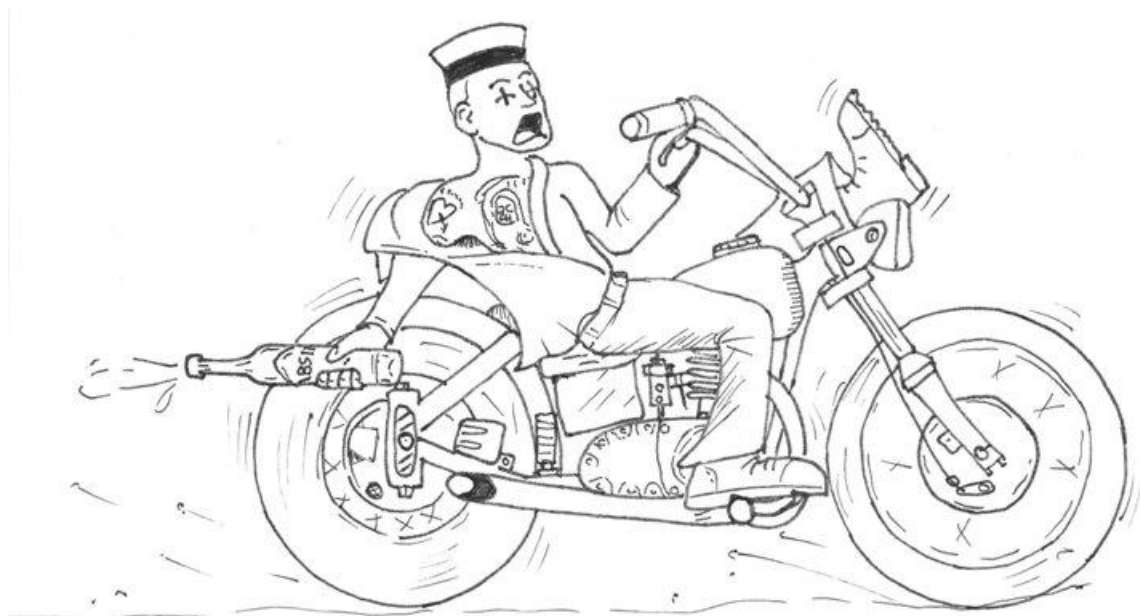
Be proud

Not everyone is going to show you the respect you deserve after service. You may find that some people will treat you with disdain (I'm not just talking about fundamentalists). If you were an officer, this may be less common, but it can be there all the same.

There was an article in the national press that confirms this.

Type into a search engine the following phrase & see it for yourself: "I'd rather employ a paedophile than a hero".

You probably have quite a confident body language & if you're like me & a high percentage of service personnel; also have tattoos.



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Even though it's been decades since "only bikers & drunken sailors have tattoos", there will be people out there that will judge you on these things & consider you to be intimidating.

I am not suggesting being in people's faces about having served in the military, but I do think that you should be proud of what you have done for your country no matter what anyone says.

For without your courage, this minority of fool's would probably not even have the right to voice such an opinion.

"Am I speaking Fking Egyptian?"**

Big Mac, one of my "P.O.s" used to say this on a daily basis to someone who in his mind was not carrying out a task properly.

You have been used to giving and/or receiving orders with full compliance given instantly (usually!).

You are going to have to learn to be more tactical in the way you word your requests. Bark at a civvy & they may cry, or even worse; they may sue your ass!

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"Pass the slide."

In the Navy we have something called "Jack speak", and I'm sure the RAF and the Army have something similar.

Some people are more "Jack" than others; the time it takes for your reintegration to communicating effectively in Standard English will be dependent upon this!

Although you will understand what a civilian is talking about, they won't have a "Scooby" what you are on about.

At first they may find it amusing, but keep it up and there's a good chance you will become irritating.

"You bit!"

One of the coping mechanisms that are employed by members of the Armed Forces to get them through the long hard days is a great sense of humour. No matter what is going on, we always find a way to make light of the situation.

Few civvies are going to understand your sense of humour, but don't give it up; just learn to play a few less practical jokes!

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“Where’s me oppo’s?”

You’ve served your country & that means you can never be 100% civilian, & a civilian will never 100% be able to relate to you.

This is not a bad thing, but there are certain aspects of your old life that you will either have to give up, or temper.

During my time in the Royal Navy, I had the breaking strain of a soggy Kit Kat when it came to runs ashore; how my liver survived, I have no idea.

Even if you weren't one of the extreme party animals, your social life is still going to change.

Dependent on your age there are a number of factors to take into account, but the two main ones that are pretty universal are financial and a smaller social circle.

My right hand man at SkilledExforces.Com summed it up perfectly only 14 months after demob:

“You miss the social contact. I used to have seen at least 40 guys by the time I’d been out my pit 10 minutes, & now it’s just a cup of tea & the telly!”

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“Beer tokens”.

As a civilian you're going to find that there are possibly extra drains on your finances, such as dentist bills, etc. In business, there may be plenty of outgoings that you may not have considered like becoming a data controller as part of the data protection act if you keep records of your customers.

Some of these incidentals may not be that expensive; but they can soon mount up.

Dit

I worked in a health centre for 11 years.

For the last five of those years I rented the Flat above the centre.

Prior to this move some of the therapists were aware that I had served in the Royal Navy, although none knew whether I was a rating or an officer.

When I worked at the centre my new uniform was a suit, shirt and tie and so no one was aware that I had over 14 tattoos on my arms.

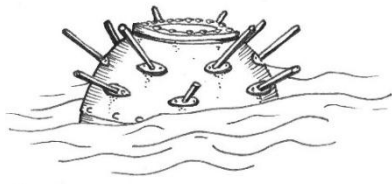
Obviously when I lived in the flat I didn't always wear a suit!

I don't wish to dwell on the way I was treated by some of the management (also my landlords) and therapists, but it was quite obvious that I was judged more on my outer appearance than my inner knowledge or skills.

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I will give one example though; it was unacceptable for me to do a bit of gardening in the summer with no T-shirt on, but perfectly fine for one of the managers (no tattoos) to perform the same task in the same attire.

Draw your own conclusions!



2nd Mine

“I can handle anything.”

Being Too Self Reliant

“Who you trying to kid?”

If you think you can do it on your own, you're wrong.

As you work your way through this book you will understand why I can make such a bold statement.

You've just left the best armed forces in the world & you were trained to handle anything.

Your military mind thinks it can adapt to any situation.

You could deal with the unexpected with a cool, calm confidence.

Or so you thought!

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Truth is; you were a tiny part in a very large, well maintained precision machine.

This machine was continuously looked after.

Sometimes parts break, sometimes they wear out & sometimes they are just replaced because they've been there so long.

A large machine may function with a missing part, but never vice versa.

If you're going to be successful in business, you're going to have to find the right parts to build your own machine & then maintain it.

There are going to be skills that you simply don't have. Of course in this age the knowledge is out there & you should have at least a basic understanding of every aspect of running your business but...

Whilst you're learning, you're not earning!

Get books, buy the programs & attend conferences by all means, but also look to see where you can outsource, i.e. get an accountant, bookkeeper, a web designer, etc.

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“Maintain control”

This may seem like a contradiction after the previous paragraphs, but don't simply rely upon other people to work to your deadlines.

If you are only planning on running a mediocre business or what I call a "**paid hobby**" you may often be better doing everything yourself.

If your aim is higher though, at some point you will have no choice but to rely upon someone else. When this occurs be sure that you have a fall-back plan.

As your business grows you may be tempted to hand over full control of certain aspects, and if you have the right people around you; you should be fine, but what if you haven't got all the right people?

A good Captain of a Warship will know every nut and bolt of his vessel.

He will also know every member of his crew.

He relies on every single one of them performing their duties correctly.

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He does not have to visit every department on a daily basis, but instead has the chain of command to keep him informed of occurrences.

However, he doesn't just sit in his cabin all day until the next set of Captains ' rounds hoping that everything is fine.

He still pays informal visits to each department throughout the week just to be certain that the reports he is getting are accurate.

If he errs in his judgement in any way and the ship was to sink, he is ultimately responsible at the court martial.

Be certain to know every nut & bolt of your vessel, or suffer the consequences!

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“Overused clichés”

There is no need to “reinvent the wheel” as “they” say.

“Look for those who’ve been there before you” & learn from them.



If at all possible get yourself a mentor.

It is highly unlikely that you are going to come up with a brand-new idea in business so look for somebody in your particular field who is doing it and doing it well.

Look for ways to help them, & they may be more than happy to “take you under their wing”!

This may require you to work for free or do a little “ass kissing”, but if you get the end results; “the ends justify the means!”

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“Operator maintainer?”

If you look back at the history of all the armed forces there is one thing that never changes and that is that there are changes!

Squadrons disappear, regiments merge and branches become obsolete.

I was part of the Seaman Operator’s branch and specialised in sonar.

My branch had previously been known as T.A.S., and Asdic.

After the Ops department came the operator maintainers; who not only operated the sonar, but fixed it as well.

Personally I don't think this idea was operationally the correct one, most likely another cost cutting exercise.

However in your business it will be a good idea to do both.

Learn the basics of every part of your business from bookkeeping to sales to production, before you outsource.

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“Free Money!”

One of the easiest ways to expand your business and get paid for very little effort is to look for joint ventures and affiliate programs.

If you have a website (you really should have one) then it is worth dedicating a page to affiliates.

You will get paid a percentage of every sale that is made from the link to someone else's business; bargain!

To start with consider Google AdSense.

Joint ventures are very similar and can involve anything from product bundles to list swaps.

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Dit

If there's one thing in business I really hate, its paperwork.

Although it only takes a few minutes to keep on top of it if you do it daily; I would have receipts everywhere, client's fees written on their personal notes & invoices hidden in the strangest of places. (I once found one in the fridge freezer!)

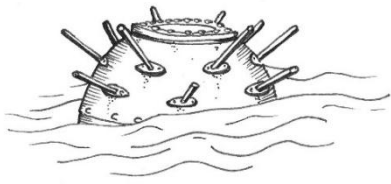
Then every 3 to 6 months (usually 6!) I would spend a couple of days locating all these important bits of paper.

A further day would be spent deciphering the data & turning it into something legible.

During these 3 days I made no money!

Although it seems weird to me, there are plenty of people out there that actually enjoy doing these things.

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3rd Mine

“Action Stations!”

Lacking Self-discipline.

“Pipe down, face your front!”

If you're going to be successful in business you are going to have to become self-disciplined.

You probably think you are already, and this may be true, but if you aren't; disaster could be just around the corner.

If you're experience of discipline was anything like mine, it was more about fear than anything.

This fear may have been for the loss of money and leave if you screwed up.

This fear may have been for the beating you would have got for screwing up.

The fear may have even been for the ridicule you would receive from your mess mates for screwing up.

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To clarify, I'm not talking about trembling fear in this instance.

Even though you took it on the chin when these things happened; you still would rather have not experienced them.

So although you were disciplined, you may not be that Self Disciplined.

There was always someone there to either watch your back, or kick your arse.

When you run your own business you are accountable only to yourself.

If you expect other people to be more motivated than you are about bringing your dreams to fruition, then sadly once again, you are misinformed.

If you have employees, you need to set the standards and lead from the front.

If you are a sole trader then the work is going to be at least three times as hard.

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“Slope shoulders”

If you employ the Homer Simpson philosophy of "why do today what can be put off until tomorrow", success will elude you.

Procrastination is rife in the Western world, as is the mind-set of leaving it for somebody else to do.

People who think this way **NEVER** succeed in business.

There will be days when life gets in the way.

There will be days when you would rather do something else.

There will be days when the shit hits the fan and you feel overwhelmed.

Do you think Richard Branson & Bill Gates are immune to these conditions?

The most successful people in the world are still human beings and have to deal with the human condition every day like the rest of us.

To be fair some of their problems are different to the average person's but the fundamental difference for why they are successful is not the money.

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The real difference is that they do not use these kind of excuses to stop them from doing what they know needs doing when it needs doing.



The successful entrepreneur doesn't put off tasks to watch the latest reality TV show.

The successful entrepreneur doesn't wait until tomorrow (for tomorrow never comes).

The successful entrepreneur doesn't put off tasks to go out and get bladdered with their mates!

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The successful entrepreneur takes responsibility and does not blame outside influences.

The successful entrepreneur is driven in pursuit of his vision.

The successful entrepreneur is passionate and enjoys his work.

“No Guts, 2 Tins!”

Get leverage on yourself.

What this means is, that it will be worse for you if you do not take action than if you actually take the action.

For example, if you live with someone; ask your partner to think of something that they know you hate doing. You then agree to do that thing if you don't achieve your deadlines.

Set challenges with rewards for yourself.

For example, if you have one of those tasks that you hate doing (like paperwork!) then promise yourself a drink down your local when it is completed.²

² As we are living in the so-called "nanny state" as I write this, I make the following disclaimer: I neither condone nor condemn the consumption of alcoholic beverages!

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“Gizzit!”

Another one of the weaknesses that plagues human beings (at least in the West) is something called instant gratification.

We see something that we like the look of and we want it now.

If you were to ask yourself if you really needed it you would probably say no.

I myself am an information junkie and I still find it very difficult to resist buying books, audio programs and instructional DVDs.

You may not see a problem with my habit, but allow me to point out that if I live to be 150 it is unlikely that I will finish working through the backlog of information I have acquired to date.³

The best advice I can give on this matter is this: when you see something that you are tempted to buy wait at least 24 hours before purchasing.

If the urge is still as big then; go for it if you must.

³ In an average month I attend a workshop or seminar, read 4 books & listen to about 10 audio programs (3 times each). I'm also usually studying course work for another qualification & watching about 10 instructional DVDs.

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You swan necking b**tard!

The speed with which you implement new ideas will be a critical factor in your success for 2 primary reasons:

1. Someone could hear about what you are planning to do & steal your idea.
2. The highly successful implement a new idea at the earliest opportunity without hesitation.

Have you ever had a brilliant idea and not acted upon it only to find someone else doing it a year or so later?

I could go all "woo woo" on you and start talking about the collective unconscious, & the morphogenic field; but instead I think it's time for an example:

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Dit

Not long after my medical discharge I had setup a hypnotherapy practice in the small town that I had moved to. I had a few clients but was only working to pay the rent on my office. I needed something else.

After about four months the shop below me became vacant and my landlord offered me the larger premises for the same rent for a six-month period.

I won't go into all the details, but suffice to say the next 18 months were a wild and crazy time of sex, drugs and rock 'n' roll whilst I had that shop!

It all started one day when I needed to find a way of getting people through the door to see the quite normal, high quality and reasonably priced items I was selling.

I put the following sign in my shop window:

"We sell cannabis scented incense sticks and other fragrances too."

Two days later I had made the front page of the local newspaper, even the mayor had passed comment.

You may be wondering why such an innocent poster would gain so much exposure, although you may have seen where this was going!

Well if you hadn't guessed, what I had done was write "**we sell cannabis**"⁴ in extremely large letters that anyone who bypassed the shop would not be able to miss.

⁴ At no point did I sell anything illegal in the shop.

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To read the rest of the text you would have to come right up close to the window.

I couldn't believe that such a simple idea had got me front page coverage and so I fully took advantage of the adversity.

Over the next 18 months I appeared in that newspaper at least eight more times.

Many of the stories were front page, including the time I stepped in to save Christmas by running the grotto in one of my unused rooms.⁵

Although I had inadvertently thrown myself into a niche that I had no prior intentions of going into, the speed with which I had implemented my somewhat unorthodox ideas paid dividends!

During the insanity that ensued during the next year and a half I had many ideas that **I Did Not** pursue...

The Prodigy had just released the album "Fat of the Land" and Keith Flint sported a rather memorable haircut⁶.

At the time I was selling second-hand records and CDs in the shop and so had many posters hanging up.

It was remarked upon that there was an uncanny resemblance between myself and the poster of Keith Flint that adorned the wall; even I could see it after it was pointed out.

As I was starting to become follicley challenged (bald), I decided to sport a similar hairstyle.

I had the brainwave of forming a Prodigy tribute band, spoke to a couple of people about it; but did no more with the idea.

⁵ My strategy this time was to shock the readers into thinking of me in a different light (positive), and it did work.

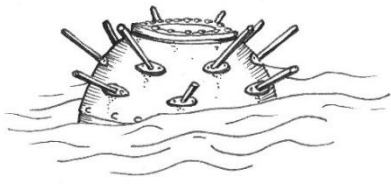
⁶ If you do not recall it, look for the "Fire-Starter" video on YouTube.

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A number of years later whilst having a pub lunch I saw a poster advertising this exact kind of act.

Not that I regret not taking action on my idea, but it does illustrate that if you don't; someone will.

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4th Mine

“Gyro Failure!”

Not having a clearly defined strategy.

There now follows a true story...

Over 100 years ago, Charles Schwab, president of Bethlehem Steel, wanted to increase his own effectiveness, and that of his management team.

Ivy Lee, an efficiency expert of the time, approached Mr Schwab, and made him an offer he could not refuse (this did not involve a horse's head!).

Ivy Lee said that he could increase efficiency and sales if he was allowed to spend fifteen minutes with each of the executives. Charles Schwab asked how much will it would cost.

Ivy Lee replied that it would cost him nothing, unless it worked. If it did work then after three months, he could send him a cheque for whatever he felt it was worth.

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Needless to say the idea worked and Bethlehem steel became one of the largest steel works in America.

I have encountered this story from various sources and have heard of differing amounts that were sent to Ivy Lee ranging from between \$10,000 and \$100,000.

The most consistent figure has been \$25,000. The number is irrelevant, what is important though is that he was paid a huge amount of money for what it is in actuality a very simple idea.

Would you like to know what the idea was?

Then continue reading and I shall enlighten you later in this book.

“A thorough schematic”

It is important to get your business plan down on paper as soon as possible.

The best way to do this is to start with your end result and work backwards.

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

If you are planning on creating a multi-million pound company that you intend to sell one day; then you need to start from your exit strategy.

From there you can work out what you would need to do to get to that stage.

You continue doing this until eventually you arrive at the point you are currently at.

This will be your personal business plan and not the one that you show to everyone.

Also include in this plan your reasons for doing it.

If it's only about the money, you will find that you are never satisfied with the results you are getting.

The Ego always wants more!

I'm not sure who I heard this idea from, but it is great advice:

Find what you'd like to do if you never had to worry about money again, & then find a way to get paid to do it.

If you enjoy what you're doing it isn't work (in the traditional sense).

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

“I've arrived”



If you know every minute detail of your strategy for success you will know when you've arrived at every individual step of it.

This will create a good feeling rather than the frustration that often occurs when we are flying blind and don't seem to be getting anywhere.

Show me the “Ickies”

If you are going to be approaching banks for a loan it is even more imperative that you have a clearly defined business plan.

When you set up your business account, most banks will provide you with a template of what they will require; so use it as a guideline.

To tip the scales in your favour though, I'd advise you to do a little research on the Internet and if you can afford it gets a professional to do it for you.

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

“All hands muster”

It's also important to think about who you going to be working with. If you run a business you are going to encounter people and here are some of the ones to consider:

- customers
- employees
- suppliers
- affiliates
- joint ventures
- accountants and other professionals
- And of course the dreaded taxman!

When formulating your plan also consider the effects it will have on the people closest to you i.e. your family.

“Make it so”

You've got a business plan all sorted out, you know who you're going to work with and don't it look pretty!

So now let's look at a few ways of taking that plan and moving forward with it.

I'm sure by now you want me to get to the advice that Ivy Lee gave to Charles Schwab don't you?

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

Well, go on then here it is:

Write down the six most important things that need doing in your business for the following day and prioritise them.

When you start work you look at the first item on the list and work through it to completion before moving on to the next item on the list.

If you only complete five of the six items on your list, then item number six becomes number one on your list for the following day.

Yes it's hard to believe that such a simple idea would be worth so much money isn't it?

However, dismiss this idea at your peril!

Apply it to your business and who knows you could be the equivalent of the next steel magnate in your industry!

I have found that when I actually stick to doing this technique I am infinitely more productive than when I don't.

One addition I would make though it is that when you are formalising the next day's plan you may find that any uncompleted tasks from your current day may not necessarily be your first priority for the following day. So always reprioritise.

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

“Today, tomorrow, the day after, etc.”

Okay so it's nice to know what you're going to be doing tomorrow, but I like to plan a bit further ahead.

I have created for myself not only a list of tasks for the following day but also a plan of what I need to achieve for the forthcoming week and also the entire month.

I have a folder dedicated to all the tasks both personal and professional that I need to do.

It is broken down into easy to find sections and I refer to it often and cross out each task as it's done and add any new ones.

It is almost a life plan as it also contains books in my library I haven't read, courses I am yet to complete and even the crappy tasks in the house that I don't particularly want to do.

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

Dit

For far too many years I was only concerned with a way to get more money.

As you will remember I once ran a shop, which was named “Hypnotics”.

I had no business plan whatsoever; not a personal vision nor a professional one.

It started off as just a simple gift shop. It wasn't making enough money, so it branched into becoming a “head shop” too.⁷

I got a few more customers coming in, but still not enough money, so I started selling clothing too.

This had very little effect on profit margins & then I had second hand vinyl records too. Trouble with this idea was that I tended to keep the decent ones for my own collection & therefore this wasn't a huge success either.

An ex-army friend ran a tattoo shop & his body piercer taught me the basics & so that was the next addition to the shop. This did improve profits slightly.

Unfortunately, I next rented out space to a tattooist who I had seen at my friends shop.

I didn't realise that they didn't like her; & for good reason too.

By the time I discovered this it was too late. I got proper seen off by her; that's for sure!

The shop was also burgled by a so-called friend.

⁷ This was when the aforementioned insanity began!

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

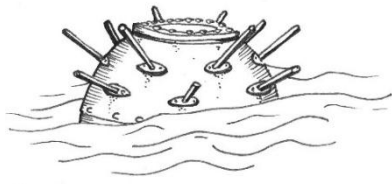
Although I was given an interesting lead for the next direction to take the shop, I decided to call it a day & go back to being a therapist instead.

Sitting in my own home at 0200hrs with a baseball bat, awaiting a lunatic with an axe to come crashing through my patio doors also tipped the scales!⁸

The main point is that there was never a laid out plan for the shop & that's a hell of a lot of changes in 18 months.

⁸ Fortunately he never showed up!

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT



5th Mine

“Jack of All Trades; Master of None.”

Not finding your niche.

“I can help everyone!”

It is not uncommon to **try** to provide your product or service to everyone. Quite often when you **try** doing this you end up with no one.

Notice how I have highlighted the word "**try**"?

Good, I'm glad you're paying attention.

I will tell you the reason for this before the end of this chapter as a free bonus tip.

Even though I have probably read more books on psychology than many doctors have; I never made it big time as a psychotherapist.

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

The reason for this was in my mind I knew that everybody could benefit from my professional help and so marketed my business that way.

If I had analysed my business as well as I could analyse a neurotic I could quite easily have joined the ranks of Freud and Jung!

Okay, perhaps I'm being a little egotistical there, but I just wanted to put across how titanic a mistake I have made for the majority of my self-employed career.

Answer me this question: if you had a fear of flying; what would you type into a search engine?

Whatever your answer was, I am absolutely certain that the following words would not have appeared in your choice:

- hypnotherapist
- aerophobia
- psychotherapy
- Stuart Welbourn
- NLP

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

I'm guessing that the next list is what you may have put:

- fear of flying
- phobia Cure
- overcoming panic attacks
- I'm scared of flying
- phobia expert

The first list is how I used to market myself and the second is what I should have done & had started doing.

“Find your niche”

I hope the previous paragraph gave you an inkling of what I'm getting at.

Your potential customers want an expert in their chosen field.

They have a problem and they are looking for a solution.

No matter what trade you are in there is always a way to specialise.

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

Here are a few examples:

Very, very bad

- Hypnotherapist
- Plumber
- Electrician
- Builder

Pretty damn good alternatives

- Anxiety Specialist
- Toilet Installer
- Lighting Expert
- Garden Wall Engineer

You can have more than one niche, but only market to one at a time and narrow it down as finely as you can because ...

This is probably the most important business lesson I have ever learnt.

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

“I like the variety of my trade”



The really freaky thing is, just because you specialise in one area of your trade; it doesn't mean that that is all you will do.

If you go around to a customer's house to plumb in a toilet, there is a good chance that they may say to you something along the lines of "do you do other plumbing as well, because we were thinking of having an outside tap put in?"

You will get known for your speciality, but because you are the expert, that expertise will provide you with work in other areas of your trade.

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

“My most quoted quote”

I said I would tell you why I highlighted the word "try" and although it has nothing to do with niche marketing it is a very important point I like to put across.

It is a word that you would do well to eliminate from your vocabulary and I talk more about that in my audio program:

"Get off Your Arse and Do It... Or Else!!" which is available at www.succeedafterservice.com

Being that I am something of a Star Wars fan I have used the following quote in one-to-one sessions for most of my professional career:

"Do or do not; there is no try!"

Yoda

If you “try” to do something you only set yourself up to fail, it’s as simple as that.

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

“Become Numero Uno”

Once you have narrowed down your niche as much as possible, learned as much about it as you can you need to position yourself as number one.

There may be others out there that are better skilled than you, but your customers will not know about it if your competitors are “generalist marketers”.

If you saw the following two statements who would you hand your hard earned money over to?

1. The premier choice for prestige car valeting.
2. For your entire car care needs.

Although the second statement isn't completely horrendous⁹, I know which of the two companies I would want to take my Aston Martin DBS to (when I have one!); wouldn't you?

Even though the second company may do a better job, we would never know unless they had been recommended to us first.

⁹ Still pretty terrible though!

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

Dit

As previously stated, I worked in a health centre for 11 years, adding to my knowledge all the time through books, courses, extra qualifications, etc.

I thought I could cure pretty much anything! Not being big headed, but I was good at what I did.

Apart from knowing “Sweet F.A.” about marketing for about 9 of those years, I couldn’t understand why I wasn’t busier.¹⁰

I really enjoyed helping my clients overcome anxiety conditions & boosting their self-esteem, & so I studied these subjects more than any other.

Strangely it never occurred to me that I was quite reasonably an “Expert” in this area.

I attended a “marketing weekend” & discovered about “niches”.

It was as if the fog had finally been removed from my eyes.

I also kicked myself for wasting nearly 9 years where I could have helped thousands rather than hundreds of people.

For many years I had tried to distance myself from my working class & military past in an effort to fit in with the other therapists to some degree.¹¹

Having had some successes over the years treating PTSD, & the on-going conflicts in Afghanistan & Iraq causing many more cases to be on the way; I had found my niche.

¹⁰ I later realised internal politics by some very judgmental people played a big part in it too.

¹¹ Part of me still didn’t give a shit. I was there to heal, not make friends.

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

I had started work on totally redesigning ALL my marketing efforts, spending literally thousands on learning more about marketing over the next 18 months.

I began a total overhaul of my website.

Things were moving in the right direction, & then as I said in the foreword I had a back injury & a hernia operation.

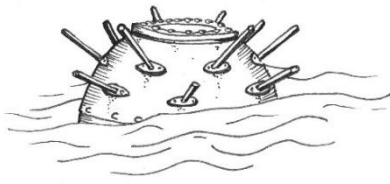
I had already come up with the idea for SkilledExForces.Com by that time.

Two days after surgery I was served notice on my flat & practice!¹²

I could have moved to another practice quite easily, but instead made the Command Decision to take a break from one-to-one treatments & instead pass on what I had learned to the budding military entrepreneur.

¹² I'll probably never know the real reason for this, but hey-ho!

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT



6th Mine

“Recon”

Not Doing Your Research.

“You want to sell what?!”

So you think you've got a brilliant idea for a business do you?

That's fantastic, but is there another single person on the planet that agrees with you?

You would do well to do a little research before you spend any of your money.

In fact you would do well to do a hell of a lot of research before you start your plan.

If you are old enough you may remember the Sinclair C5?

If not Google it and you will learn all about doing your research first.

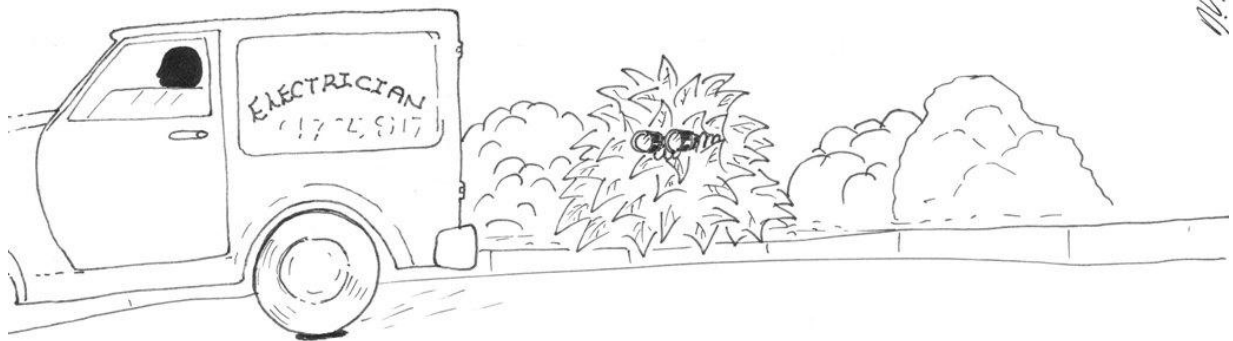
THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

Doing your research is only part of becoming successful, but not doing it at all is definitely part of a disaster plan.

If no one wants what you're offering you could end up with a warehouse full of useless spare parts or just a mountain of debt.

“Sneaky Beaky”

If you are in an industry where you have competitors and most people are; then it's worth knowing what they're up to.



Don't consume too much of your time on this; just be aware.

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

Look at things like:

- Where they advertise
- The wording of their ads
- What they are charging
- How busy they are
- Is there anything about them that differentiates them

Once you have all this information, look for ways that you can offer more, improve upon the product/service, and become the preferred choice.

Do not set your prices to undercut the competition

The kind of customers you want to keep like two kinds of products/service:

- Free
- High quality

If something is cheap, that usually equates to substandard in most peoples' minds!

Obviously if you run a “discount warehouse”; ignore my previous statement!

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

Stand easy

When you have got your business running successfully, don't rest on your laurels & think that's it.

Now you're No.1, you need to maintain that position. You must keep up to date with new ideas in your industry & preferably be the innovator of them.

Forget to do this & the competition may sneak in & before you know it; you're back in the employment of someone else.

“Work up trials”

Another vital part of your research is to “Test & Record”.

Whether you're running an advertising campaign, or just testing your prices; you need to know how well they're doing, what results you are getting.

You could spend thousands on what **YOU** think is a cracking advert, thinking that it's really doing well because you have money coming in.

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

How can you be sure?

What if all your work was coming from referrals?

The only way to be certain is to keep track of your results.

Once again, don't rest on your laurels. You have to keep this up.

Test:

- Prices
- Advertising results
- Advertising Headlines
- Offers
- In fact everything you're doing in business!

“Pusser’s Issue”

Another vital bit of research to be doing before you set up in business is all your suppliers' costs.

If this isn't obvious & you don't do this, I'm guessing your “Forces Nickname” was “Bullet”!

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

Dit

When the smoking ban was about to come into force in the U.K., I thought to myself “I can make a fortune here!”

My success rate with helping smokers to quit was around 90%.

I saw the Pound signs before my eyes & nothing else.

I spent about £500 booking venues, creating my info packs & advertising the group sessions.

I got 1 enquiry phone call!

Did I look to see what else was being offered?

Did I think that other larger companies would have the same idea?

Did I consider that the National Health Service would be doing more to help?

The answer to these questions & more is a resounding **NO!**

Quite an expensive & valuable lesson; if only I’d learnt from it.

Still thinking that I could make an “easy buck” out of the smokers, & having learnt a little about marketing at that time I tried again.

This time I was running a 10 week program that I guaranteed would work providing you attended all 10 sessions or 100% money back.

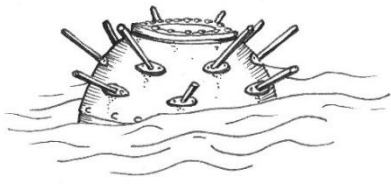
Surely I’d do better this time?

Not a single enquiry!

What I’d overlooked this time was the fact that people want “instant results”, the “magic formula” or the “fast fix”.

Even though they may want to stop & will “**TRY**” almost anything; they are unlikely to commit to something that takes too long; even if it works!

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT



7th Mine

“Do you hear there?!”

Advertising in all the wrong places.

“Leeches & Parasites”

As soon as you open your doors for business the leeches and parasites will almost certainly arrive.

You will instantly receive phone calls, e-mails, and letters.

At first you will be excited, falsely believing you are about to make a sale.

Then reality bites and you discover that someone wants to deprive you of the money you haven't even earned yet!

There are numerous ways these vermin will attempt this.

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT



They all have three things in common:

1. They promise you more clients/customers.
2. You have to pay in advance.
3. They are full of shit!

I would recommend that **You** seek out the places where **You** want to advertise rather than allowing advertisers to contact you (with the exception of SkilledExForces.Com of course!).

Remember: they are a business too and businesses are in the business of making money.

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

“Fish ‘N Computer Chips”

Would you consider advertising that you fix computers in a fishing magazine?

You may be tempted to advertise your services in a computer magazine instead.

However, I would suggest that you muse for a while and consider what kind of person buys a computer magazine; is it likely to be someone who needs a computer engineer?

How many other computer engineers are going to be already advertising in there?

Really do your research, put yourself in the place of your customer and think where would they look to find you?

It may not be where you were first thinking of advertising.

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

***FATAL ADVERTISING ERROR*¹³**

This, without a shadow of a doubt is the biggest and most common mistake made in advertising:

Advertising your business, rather than advertising a solution to a problem.

If you look at all the successful adverts on TV, nearly all of them focus on making you feel good, look good, and supposedly making your life better than it presently is.

Very few of them will focus on who they are, what qualifications they've got and list every single product or service they offer.

When you write your advert you need to find your customers pain and then provide the solution or you need to imply that without your product/service their life is going to be significantly worse.

If you don't believe me, pay closer attention to the adverts.

Think of the popular deodorant spray that instantly turns you into a "Fanny Magnet".

Have you ever purchased it in the off chance it really works?¹⁴

¹³ It took me 12 years before I learned this!

¹⁴ Technically speaking, I have found that it does work; if you have that brand on display in your bathroom cabinet rather than a shop's "own brand".

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

“Showdown: Advertising vs. PR”

And the winner is... PR!

Advertising: You have the power, but it'll cost you!

Do not run "one off" ads in your local paper.

If you are going to, you need to run a series of ads so that readers will get used to seeing you in the paper.

If you can afford it, hire someone who is a “copywriting expert “to write your ad for you.

PR: Minimum power, but it's FREE!

Remember in your security training they said "the best form of identification is recognition"?

Well in business one of the best forms of recognition is referral.

Ever been in the situation where a friend was looking for a particular product or service and you said "I know somebody who does that and they are really good"?

You can't buy that sort of advertising!

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

“The Dogs Testes!”

If you get really good at what you do, and become the "local expert", you will most likely find people, businesses, and even the media will do your advertising for you (but never become complacent and rely upon it).

Look for ways in which you can get noticed by your local paper, i.e. run a charity event.

Another way to become an even bigger “Expert”:

Write an E-book!

The internet can turn anybody in to an expert in their chosen niche, providing they know what they are talking about.

For example:

It would be pointless for me to write anything about hair care!

But don't just stop there, go the full hog & get it in real tangible print.

You may have to self-publish¹⁵ to start with, but one day if your work is good enough; you may get a call from the publishers & then you're definitely an Expert worthy of mention.

¹⁵ Some big names even prefer to do this.

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

Dit

Around about 2007 I was very lucky not to get burned like a lot of other businesses in the Derby area by some unscrupulous advertising firm.

We were all promised that we would be going into a discount booklet that would be given to every single employee working for the National Health Service in Derbyshire with their pay statement.¹⁶

The representative was very nice, seemed to know what she was talking about, and had all the correct looking paperwork.

The company's website was impressive and they were running the scheme all over the country.

Everything seemed kosher and so I agreed to advertise with them.

Fortunately for me, I have relatives that work for the NHS and so asked them to tell me when they got their booklets.

I'm sure you can see where this is going?

That's right; they never received one.

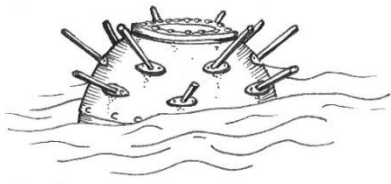
After numerous phone calls and a lot of digging I discovered that the booklets were only going to be going to staff who worked for Derbyshire mental health.¹⁷

As I said, luckily I could prove that I had been misled and managed to get a full refund.

There were many businesses in and around Derby that were not so lucky.

¹⁶ I believe the figure quoted was 80,000 employees

¹⁷ I believe this figure was 1300 employees



8th Mine

International Friend or Foe

Not Networking

“Oh my God, I’m a Nerd!”

Here in the 21st century, you either get by on a computer or you’re a social outcast.

If you’re not on the social networking sites, you’ll be lucky to have any sort of social circle these days.

As these sorts of sites have grown, savvy businesses have learnt how to take advantage of the phenomenon.

You can build a collection of followers very quickly, but keeping them is the fun bit.

Like your website; you can’t just set it up & leave it at that:

You must update regularly with interesting, informative & relevant information.

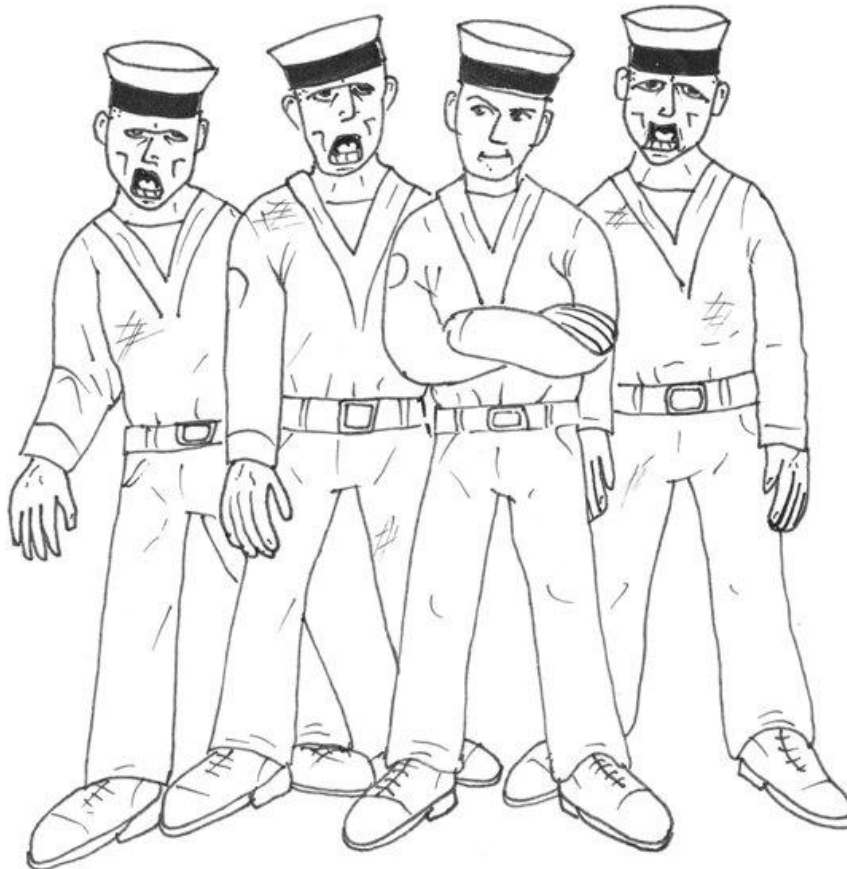
THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

“To Me!!”

Be certain to surround yourself with likeminded people, but the right people; from employees to friends to business contacts.

The following two statements are verifiably true:

1. You attract to you people who are like you are.
2. You become like the people you spend the majority of your time with.



THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

If you surround yourself with whining, whinging complainers; before long you will find yourself whining, whinging & complaining.

Even though you know this, you will find it very difficult not to get sucked in when it starts!

Alternatively, if you surround yourself with successful, positive & motivated individuals, what do you think you might become?

Yes, that was a rhetorical question; I know you know the answer, but I also know your next question:

“But I don’t know any successful, positive & motivated people to surround myself with, what can I do?”

Was I right?

Freaky eh?

Not to worry, I’m not going to leave you to go down with the ship.

There is a very simple solution if you are in this scenario.

But first I’m going to recommend an organization that you really should join if you run a business in the U.K.

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT



**MEMBER OF THE FEDERATION
OF SMALL BUSINESSES**

Find out more about this organisation at: <http://www.fsb.org.uk/>

By the way, it took me 12 years to hear of them & I wish I'd known about them from them day one.

The benefits you receive far outweigh the minimal joining fees.

They also hold regular events & you know what that means?

That's right; Opportunities to Network & surround yourself with successful, positive & motivated people!

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

A Virtual Master Mind Group

Now back to my solution if you can't find any real successful, positive & motivated human beings to form your own flesh & blood "Mastermind Group".

Firstly, start buying the must have books written by successful, positive & motivated people.

I make Monthly recommendations in my Newsletter¹⁸:



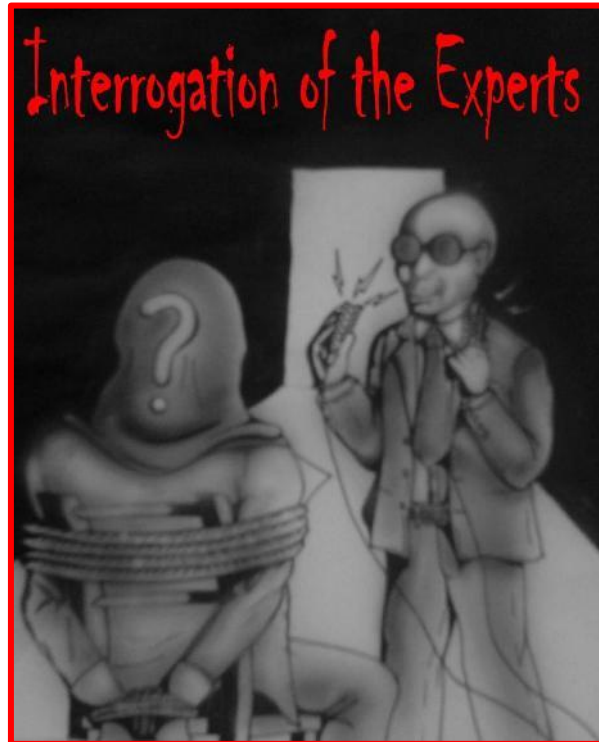
Secondly get as many audio programs from different successful, positive & motivated people & listen to them often.

Then you will be surrounded by your own virtual "Mastermind group" of successful, positive & motivated people whenever you want!

¹⁸ You will find details of how to sign up at the end of the book

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

“Interrogation of the Experts”



This is a Good starting point: Every month I interview a successful, positive & motivated person for an hour.

I ALWAYS get the answers you’re looking for out of them!!

Some of my “Interrogatees” charge thousands by the hour!

For a ridiculously small fee I can ship you one every month on CD.

Details at: www.succeedafterservice.com

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

“Successful, Positive & Motivated People”

Just in case you missed it, I thought I'd mention one more time the sort of people to surround yourself with:

“Successful, Positive & Motivated!”

To a certain extent the maxim “It's not what you know, it's who you know” is true.

I'd say personally it would be better to know the right people & still actually know stuff too.

Get out there & network, make contacts & help your business grow.

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT

Dit

One last ditty about my days as shopkeeper:

Getting out of the forces habit of “work hard & play hard” was not an easy one to break.

I’ve already mentioned the drug fuelled crazy days & sometimes even crazier nights of my time as shopkeeper.

How did I go from hard working budding therapist to stoner mad man?

Well, “it just happened” I would have said at the time, but that would not satisfy me as an answer for long.

As both you & I know, it’s easy to get swept away in the moment on a run ashore & before you know it you’re sobering up in the brig!

Had I not made the decision to turn “Hypnotics” into a “head shop”; I would not have attracted the people in to it that I first befriended who would eventually burgle me, make death threats & almost turn me into a real criminal.¹⁹

Don’t get me wrong I’m a big boy & I take full responsibility for what went on in those years.

It is quite clear that having lived the forces life of sheer adrenaline; subconsciously the civvy shop keeper & therapist was just too dull & I needed some excitement & I wasn’t bothered where it came from.

During those 18 months I still treated clients, drove a taxi & sometimes worked 16 hour days.

¹⁹ Luckily I never got my hands on the burglar, but I came close – twice!

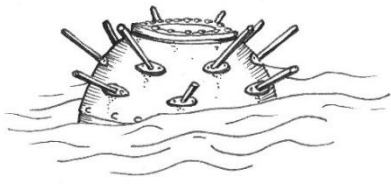
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Yet as I took stock of the situation & went back to pursuing my Psychotherapy career, the “wrong people” seemed to just drift away naturally & effortlessly with no upsets along the way, & almost instantly & mysteriously I started making connections with some of the “right sorts” of people”.

Over the years I have noticed that more people disappear as you become more focused on what you want to achieve in your life.

The Good News is; their replacements are nearly always 10 times more successful, positive & motivated!

THE MINEFIELD OF CIVVY SELF-EMPLOYMENT



9th Mine

“Cheers easy!”

Being Too Cheap & Too Available.

“Continuous Watch”

Let me ask you a question, if you were considering having plastic surgery, which of these two surgeons would you go to:

1. The one with the waiting list of six months?
2. The one that could fit you in this afternoon?

When you first start in business you will be tempted to work any time of day or night to get money coming in.

The trouble with doing things this way is that very little money will be coming in.

It is imperative that you set your working hours, your resting hours and of course your fun hours.

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In the beginning you will no doubt be spending a high percentage of the day in working hours with minimum rest & very little time for fun.

Remember why you are running your own business.

Surely it is so that you can have more fun time in the long run, so make sure you do allow yourself some time for fun.

If all you do is “live to work” you will very soon knacker yourself out, and where is the fun in that?



Barring emergencies always get off “the wheel” at least one day a week.

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“Rationing”

If you haven't heard of Prof Robert Cialdini, I suggest you look him up.

He tells us that there are six main weapons of influence.

One of those is scarcity.

As human beings we are not overly bothered about anything when it is readily available.

However as soon as there is a shortage; everyone must have it.

If you don't believe me just look what happens at Christmas: the shops are only closed for two days, yet some people buy up all the bread and milk as if we are going back to wartime rationing.

Also as I heard Prof Cialdini point out, toy manufacturers exploit us every year with this tactic when they sell the latest "must have" toy.

Find ways in which to make people desperately want what you have to offer.

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“How much?!”

Another problem you will encounter when you first start out is; knowing what to charge.

You may very well undervalue your skills or product (I made this mistake for a very, very long time).

What may seem expensive to you may seem extremely cheap to your customer.

It is all about subjective perception.

Unless you are on a shoestring budget, most people don't want cheap items as I've already mentioned.

At the same time though, everyone loves a bargain.

Few people are ever going to tell you that you are undercharging for a quality item or service.

People will be more than happy to take advantage of you whilst you're virtually giving it all away.

Clearly you do not want to price yourself out of the markets, but as already mentioned, if you do your research; you will know what to charge.

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Mates Rates?

Some of the people I have heard speak suggest that you should say to your friends and family that you are doing them a "special rate" but still charge them the same.

Personally I do not agree with this.

I can see the point that if you want to make lots of money you need to be charging what you are worth.

However unless you want become a lonely Ebenezer Scrooge or a "Billy no Mates" I don't recommend lying to your nearest and dearest.

I would suggest one of the following:

1. Tell them that you do not think they will fully appreciate your product/service if you were to do it for less.
2. Offer them a percentage discount, but tell them to keep it to themselves.
3. Think about reciprocity (another of Prof Cialdinis' weapons of influence): will they be able to offer you a favour in the future? If so, without being pushy; let them know what a huge favour you are doing them by offering a discount.²⁰

²⁰ This is my personal favourite.

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Dit

For many years as a hypnotherapist I used to think "my God; am I ripping people off by charging X amount of pounds per hour for simply talking to them?" (It is only recently that I discovered that most "good" therapists think this.)

Even though my prices were competitive for what I did I never considered what a bargain people were really getting.

Just imagine for example that you have had a fear of flying all your life.

This has prevented you from travelling abroad for let's say 40 Years.

Imagine also it has been a lifelong ambition to visit the Pyramids at Giza.

As it would be impractical to travel overland or by sea; you could end up on your deathbed regretting never fulfilling your ambition.

What price would you put on overcoming your fear of flying?

I would say that if you paid £10,000 in that situation you would not feel ripped off.

So, surely a couple of hundred pounds and a couple of hours of your time would be a fantastic bargain?

Once I realised how valuable my skills were, I started to ask my clients what price they would be willing to pay if they were 100% certain that their problem would be resolved for good.

Although few of them would actually name a price (some did and one even said "a million"), without exception; all of them agreed that my fees were a give-away.²¹

²¹ Just as I had learned this lesson, I had also been told to double my fees too!

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Debrief

If you apply some of the advice & avoid the mistakes outlined in this book, then you will be well on your way to a successful career in your chosen niche.

This is just an introduction to some of the information & resources that I will be making available for you at:

www.succeedafterservice.com

This book is not exhaustive of the types of errs that can be made in business & you will no doubt make a few yourself that were not covered.

When you do make them, look for the lesson, learn from it & don't make the same mistake twice.

Another thing to be aware of should you make any mistakes, don't see it as a failure:

You only fail if you give up entirely.

If you've learnt nothing else from my book, I hope you see that giving up is one thing that I am certainly not guilty of!

Always implement what you learn as soon as humanly possible.

You have my sincere hopes for success in all your endeavours.

Bye for now,

Stuart

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Your New Business Oppo

Stuart Welbourn was a bright student & did well on exams until he reached puberty & discovered the attractiveness of the opposite sex!

He took his school exams in the year that the GSCE's were first introduced.

Due to their insistence on coursework rather than exams he got the following results:

- Maths Grade C
- English, Physics, French Grade D
- Chemistry Grade E
- Geography Grade F

He joined the Royal Navy at age 17 at HMS Raleigh in 1989.

He trained to be a Sonar Operator at HMS Dryad & came top of his class on Passive Sonar & second on Active Sonar. His course instructor called him the “dark horse”, for his ability to do his head in by screwing around during lessons & yet pass every test with flying colours.

After completing his training he served on HMS Sheffield (Batch 2 Type 22 Frigate) for two & a half years.

He spent the rest of his Naval career shore based at HMS St. Vincent in London & was medically discharged in 1996.

Before leaving the Royal Navy he studied & qualified in Hypnotherapy & Psychotherapy.

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Over the years he added more qualifications including Dream Analysis, Neuro-Linguistic Programming, & E.F.T to name just a few.

He has an extensive library covering a diverse range of subjects from Psychology to Quantum Physics to Theology.

He has appeared on radio on numerous occasions & provided therapeutic services for a popular UK day time TV show.

Since 2008 he has spent thousands of pounds attending business & marketing workshops & seminars, & digested over 100 books & DVD/CD programs on the subject.

In 2010 he became CEO of SkilledExforces.Com & its subsidiary divisions.

**Would you like a FREE copy
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Questionnaire

Name:	Address:
D.O.B.:	
Military Service:	
Business:	Email:

1. What is your biggest obstacle/problem in your business?
2. What resources would you like to find on succeedafterservice.com?
3. Where did you first hear about succeedafterservice.com?
4. Would you like me to include details of helpful & not so helpful agencies in the 2nd edition of “The Minefield of Civvy Self-Employment?”
5. Would you like me to include the full story of the Ups & Downs of the creation of SkilledExForces.Com in the paper version of the book?
6. Would you prefer for the “BIM BAM newsletter to be longer or do you prefer it to be as it is & quick to read?”
7. Did you find this book useful? If so would you be prepared to write a testimonial that may be used in our marketing? If so write comments in this box. (You can include your web address too if you have one.)

Comments:

Name:

Age:

Location:

8. Do you know of any other service personnel that could benefit from our services? If so, will you recommend us?

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9. What was the most valuable lesson you have learnt from this book & how are you going to use it in your business?

10. What improvements would you make to:

- The Book:

- The website www.skilledexforces.com:

- The Website www.succeedafterservice.com:

- The BIM BAM newsletter:

Thank you for your time

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sign up for my monthly newsletter the**



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