

Business Owners: Life isn't always fair!

Do people take advantage of you because you're a "Nice Guy?"
**It's no secret that your customers, partners, employees,
lenders and vendors don't always have your best
interest in mind.**

I'm not being negative, I'm being real. Early in my business career I experienced many forms of small business pain, from employees who stole from me to potential investors who only wanted control and personal profits. After experiencing this entrepreneurial reality, I studied and read everything I could get my hands on the subject of **real world business**.

It was during this eye opening education that I created the attached Machiavellian Business Wisdom: Warning or Philosophy. *Be forewarned, this is not for the faint of heart.* However, if you want a guide to the not so pretty side of human behavior when it comes to the world of business, read on.

No, I don't have a negative worldview. In fact, I am very excited about the future of small business in America. For me, this "wisdom" is just a warning.

You can decide for yourself how to apply this timeless truth. I hope it helps you stay awake and aware.

To learn more about how working with an experienced business coach can help you grow your sales and profits, email me at bob@coachfirm.com and we'll set up a time to talk.

Warm regards,

Bob Scott



Machiavellian Business Wisdom: Warning or Philosophy?

- I. The value of a business is to be determined only by its practical success. The business imperative is essentially unrelated to the ethical imperative.
- II. The way men live is so far removed from the way they ought to live that anyone who abandons what is for what should be pursues his own downfall.
- III. Men almost always walk in the paths beaten by others and act by imitation. A prudent man follows the path of great men and imitates those who have excelled.
- IV. When seizing an opportunity consider all the injuries necessary and inflict them all at once. Benefits should follow and be bestowed little by little.
- V. A prince must have no other thought, no other objective and no other profession than the art of business (marketing & money).
- VI. It is better to be called cheap which breeds disgrace but not hatred than a name for liberality which when no longer available breeds hatred.
- VII. Since men love as they will, but obey as you will, then I must conclude that it is better to be feared than loved.
- VIII. A wise prince cannot and should not keep his word when it is against his best interest to do so, or when his reasons for making the pledge are no longer operative.
- IX. Always assume that all men are wicked and will act wickedly given the chance.
- X. Avoid joining forces with one more powerful than yourself because even if you win you become the prisoner of your ally.
- XI. Never should you allow yourself to fall in the belief that someone else will lift you up, it will not happen. If it does happen then it will prove to be to his advantage.
- XII. A wise prince avoids being hated at all costs.



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