

**The Never Before Published**  
***Secret* First Step to**  
**Your Perfect Business Success**

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# **The Never Before Published**

## ***Secret* First Step to Your Perfect Business Success**

By Steve Little

As you begin to read this report I want you to know that what I am about to tell you will probably not align with much of what you have been taught about finding and creating the success you seek in life and business. Especially, if you went to business school.

But, as you continue to read it all the way to the end an amazing truth will be revealed to you. This truth will not only establish your course for finding and creating that perfect success, but will also supercharge your life with enthusiasm and joy.

Trust me, you do not realize it yet, but in the next few minutes you are going to learn how to tap into an inner source of wisdom that guarantees you will find the perfect business for you – the business that truly delivers everything you expect and deserve in life and business.

Before you make one more step you want to carefully and thoughtfully complete this special report and the exercises in it.

I also want you to know that, while I often refer to building a business in this report, what you'll learn will help you equally in your job or vocation as well as any other area of life.

Success leaves clues, and this report contains the most important clue for empowering you to achieve the success you seek.

### **It's not what you have been told**

With 39+ years of business building experience behind me, I can tell you that whether you aspire to be an entrepreneur, an intrapreneur or a small business proprietor, or not it is important for you to understand that your success in building that ideal success enterprise will NOT be determined by economic conditions, the political climate, nor a particular market advantage.

It will not be determined by how “hot” your product is.

It will not be determined by how big a market trend you target.

It will not be determined by how skillful your sales and marketing technique is.

Nor how snazzy your web site is, how perfect your partnerships are, or how favorable the financing terms you've arranged.

Your level of education, the experience you command, what or who you know, don't determine the success you experience either.

You may not believe it yet but, while these are all important components of your business success, they do not determine it.

Your success and the rate you achieve it is and will remain one hundred percent determined by how well the business or vocation you

choose aligns with “you” and how willing you are to develop the inner resources necessary to build it.

Not the egoic image or superficial “you” the rest of the world sees.

Not the “you” that must do what you believe you should do first, before you follow your heart.

Not the “you” that is captivated and seduced by the material illusions of success.

Rather, your success will be determined by the inner “you”.

The “you” who knows what you truly want.

The “you” that knows what you are really ‘up-to’ in life; what ignites your passions and charges you with excitement.

The “you” of the heart, the solar plexus, and not the ego or mind.....

The subconscious or spiritual “you”....

The purposeful “you”.

The “you” that knows that conventional wisdom almost never leads to abundance and success....

The “you” that, unfortunately, (the other) you may not even know all that well any more.

To state it as plainly and simply as possible:

***The better you align the business you choose with what you are truly and purposefully passionate about accomplishing in life, the more perfect and astonishing your ultimate success experience will be.***

To be clear, I am NOT saying that you should not want financial wealth, security and a comfortable high-quality life.

I am NOT saying that you should not create a high value product, research and target a specific growth market, create a great marketing strategy and partner effectively with others.

I am NOT saying that you should not seek out the opportunity to learn, grow and develop your skills.

In fact, to the contrary, because these are almost certainly characteristics of the success you desire, they should by all means be part of your vision for your perfect business.

The distinction I am making is that in order to actually achieve and experience success with your perfect business or vocation you must look beyond these to **the purpose** that the success your achieve serves.

In order for your perfect business to deliver the success, achievement and personal satisfaction you desire, it must be in service of something greater than material measures.

In my 39 years of entrepreneurship I have experienced both, the elation and joy of astonishing success as well as the gut-wrenching disappointment failure. For the first 12 years of my adult professional life I built dozens of wildly successful small businesses of many different varieties. Each individually served my interests and passions at particular times in my life. I can tell you with absolute certainty that there was never an instance when I knew everything necessary to succeed before I started. In fact, the majority of the time I had no idea how I was going to make it all work until well after I got underway.

I learned a great deal along the way, and am proud to say that each business prepared me for the grander and more rewarding challenges that developed as I matured professionally.

I have of course continued to use and apply these lessons throughout my entrepreneurial career, and am now anxious to share what I have learned about finding and building true success with you.

In this report, I will share with you the greatest single lesson I have to share:

***In order to deliver the success you truly desire, your perfect business or vocation must engage your passions in service of your greater life purpose.***

This one truth is so vital to the realization of success I call it The Never Before Published Secret First Step to Your Perfect Business Success.

Here is how I know this to be true:

About 13 years into my entrepreneurial adventure, for reasons I could not possibly fathom at the time, I let go of the pursuit of my passions and allowed myself to be influenced by what others thought I should be doing instead. The computer software technology market was heating up. Glory stories of success and the astonishing wealth a fast-paced Initial Public Offering (IPO) would bring seduced me to defer the things that mattered most to me for the promise of something better in the future. I left my adventures as an independent entrepreneur and after a brief period working up the ranks of the Silicon Valley-based corporate hierarchy, began working in the senior executive role for a venture capital-backed software company. I seemed to take to the role well and managed that company through a very profitable acquisition just 2 years later. For the 15 years that followed I assumed this role in 6 different venture-capital back software start-ups. With acquisition after acquisition and an average return on investment of 500%, most were ultimately very successful by all economic measures.

I earned a great reputation as an expert executive leader and a great deal of money from the work I had done. I had every accoutrement of success and every toy I wanted; a spectacular home, beautiful luxury cars, sports cars, a high performance speed boat, and a fabulous vacation home. I wore rich, finely tailored, designer clothing, entertained friends and associates with the finest restaurants, shows,

and sporting events. I was shuttled here and there by limousine accompanied by a personal assistant.

But, believe it or not, I did not experience this period in my life as success. In fact, the more of this 'high-life' I experienced, the more disillusioned and unhappy I became.

I can almost hear you saying, "Are you nuts Steve? You were living the lifestyle of the rich and famous and you were disillusioned! Come on I doubt that."

Well, I am telling you it is true.

I had nearly everything a person could want, and yet I was miserable and unhappy and felt strangely trapped by my own achievement. Because of the obligations of my position, I was only home 5 to 7 days per month. I had missed my teenage daughters childhood completely and I was well along the way to missing my younger daughter's life too. It was as if I was restrained from doing what mattered most in my life by the obligations of the very success that was supposed to allow it.

Sadly, somewhere along the way, during those years of building somebody else's dream, I had lost touch with my own. I could no longer remember what I was trying to accomplish with my life. I could no longer remember the purpose all of this was intended to serve. I no longer knew what it was like to awaken excited and anxious to start my day.

It seemed like I was always waiting to finish something before I could start living the life I had always intended to live.

Father Alfred D Souza expressed it well in this excerpt from his now famous quotation:

*"For a long time it had seemed to me that life was about to begin. But there was always some obstacle in the way, something to be gotten through first, some unfinished business, time still to be served, a debt to be paid. Then life would begin."*

Early one January morning, while I was sitting in silence pondering my goals for the coming new-year, I had what I can only describe as a sudden spark of spiritual awakening. As if by a bolt of electricity from the heavens, I was struck by the revelation of what was missing in my life.

In that instant I was reminded of a tearful inner exploration I had done nearly a decade earlier with a friend and executive development coach I had worked with extensively. I was reminded of the simple yet powerful purpose statement he had helped me formulate for my life:

*"I create to improve others lives"*

I was reminded of how powerfully that awareness had affected my perspective on life at the time.

I was reminded of how ecstatic with enthusiasm I had become.

And, regrettably, I was reminded that this too had been overshadowed and deferred by obligations I believed to be more pressing at the time.

I realized in that instant of sudden revelation that this was a reawakening to that purpose and a cause greater than the accumulation of wealth and bigger than me.

I realized that I had chosen to defer the pursuit of this purpose time and time again throughout my life opting instead to pursue making “enough” money first.

I could see that the frustration and disillusionment with my success was sourced by the lack of passionate, purposeful focus in my life.

I could see that these were choices I had made; that I alone was responsible for my misery.

The lesson I learned that day is the lesson I want to share with you in this report.

It is this:

***Deferring the passionate pursuit of your life purpose not only leads to emotional disillusionment, but it also keeps you from contributing in a significant way to the lives of those who matter most in your life be they family, friends, or loved-ones.***

Are you frustrated by the sacrifice of quality time with family and the people who mean the most to you only to work long hours and climb the corporate ladder to ‘success’?

Are you anxious about the perceived need to continue advancing in title, rank, or pay in a high stress job or profession?

Are you exasperated by low, slow, or insufficient growth in your business or professional endeavors?

Do you sacrifice your health, wellness, and fitness activities or defer recreation, vacations and holiday celebrations with the people you love to work long hours in your business?

Are you stopped from pursuing your interests or passions because you feel constrained by business obligations?

Are you secretly afraid that you will not provide sufficiently for your family if you don’t sacrifice time with them in exchange for time at work?

STOP and listen to this:

***When your job, vocation, profession, or business cause you to feel a sense of frustration, anxiety or stress, you are off purpose.***

Lack of enthusiasm or energy, the feeling that you are in a rut, physical ailments and disease, are all signals that you are not investing yourself on purpose.

The discomfort you feel is your subconscious mind prompting you to get things back in proper perspective.

Perhaps you, like the majority of people today, are working long hard hours and sacrificing in other areas of life but are not experiencing the success you desire.

If so, then there is a high likelihood that you are not on purpose.

In contrast, when what you do is in service of your purpose, you are joyful and satisfied. Success comes effortlessly without stress, strain, anxiety and fear.

This is where the saying “*do what you love and you’ll never work a day in your life*” comes from.

***Relative to finding your perfect success, nothing you do outside of the pursuit of purpose will be experienced as success and will not ultimately result in satisfaction, security and happiness.***

Once you have your purpose you are empowered to instill any activity you undertake with new meaning and significance.

This one truth alone, in and of itself, with no further exploration at all, will call forth a greater sense of accomplishment and joy in everything you do whether in business, time with family and friends, or just sitting quietly on a Saturday afternoon.

This one truth alone provides an infallible compass for finding and building your perfect success in life and business.

When I understood my purpose in life and committed myself to fill each and every area of my life with that purpose; whether as a husband, father, son, friend, mentor, author, athlete, craftsman, artist, musician, or entrepreneur I experienced astonishing success in them all.

There is more to the story. But what is important for you to get for now, is that finding the perfect success in life and business MUST begin with identifying your purpose.

Kevin W McCarthy, author of *The On-Purpose Person*, describes it this way;

*“Purpose is a permanent, common thread woven throughout and in all parts of our lives....Purpose is energy. It’s the single most motivating force there is. Discover your purpose, be on purpose, and you will have a life filled with meaning and significance.”*

Globally recognized management expert Kenneth Blanchard in his best-selling book *The Power of Ethical Management* says;

*“The first principle of ethical power is Purpose...It is the picture you have of yourself – the kind of person you want to be or the kind of life you want to lead.”*

## **Your Purpose Revealed**

A Purpose Statement will reflect clearly and concisely your inner desires in relationship to others outside yourself.

Something like:

*“I write and teach to improve lives”* or

*“I speak to inspire others to their highest level of accomplishment”*

While there are many ways to discern your purpose, I have provided one in this report that anyone can do quickly, simply and easily.

Before you begin, you will want to eliminate all the “Pollyanna” purposes you’ve been taught through ‘conventional wisdom’.

For instance, “being a good parent” is certainly a wonderful, and important thing to do, but it is not a life purpose.

So begin by agreeing with yourself that you will see this process through to the end and refuse to accept anything less than a clear and emotionally moving statement of purpose.

I realize that you may be skeptical. I appreciate that this may be unlike any advice you have heard from other entrepreneurial success gurus.

But what do you have to lose?

It can't hurt to try it. What if I am right?

While you're at it, you may as well be open to any possibility that may exist for you.

The more open you are to the process the faster and more effectively it will work for you.

For some it may take longer to get all the false answers out, maybe as much as an hour. But if you persist you'll be struck by an answer that causes you to surge with emotion. This is the answer that will reveal your purpose to you.

As you go through this process, some of your answers will be very similar. You may even re-list previous answers. Then you might head off on a new tangent and generate more answers along some other theme. List whatever answer pops into your head. Resist the temptation to edit, filter, analyze or second guess. Just keep writing.

At some point during the process you may feel you want to quit and do something else. That's normal. Just keep writing. The feeling of resistance will eventually pass.

It's important to do this alone and with no interruptions.

Here is what you do:

Step 1: On a blank sheet of paper, write the heading: What is my true purpose in life?

Step 2: Below that heading write any answer that pops into your head.

Step 3: Repeat Step 2 until an answer moves you emotionally to tears.

As you make the list, the closer you are to your purpose the greater the intensity of the emotion you'll experience. Some answers will cause a surge of emotion but not quite move you to tears. These are probably close to your purpose. Keep working and there is a high probability that you will hit your purpose right on the nose.

Trust me. You will know when you have it. You will feel moved by a force other than yourself. **The statement that moves you to tears is your purpose.**

Here are some real life examples to help get you thinking:

*"I improve lives through fitness and nutritional training"*

*“Through love and service I encourage others to reach their greatest potential”*

*“I awaken others to the joy of giving through song”*

STOP reading here and do this exercise now.

Finding your purpose will change your life in a myriad of ways. From the moment of discovery, you are empowered to accomplish more than you have ever thought possible and experience the joy of success like you have never imagined you could.

### **Now that you know it...**

Discovery of your purpose is only the beginning.

It is important for you to nurture and cultivate your new awareness regularly. You will want to immediately begin exploring ways you might instill this purpose into various areas of your life.

For instance if your purpose is “to inspire others to their highest level of achievement”, begin by considering ways you can fulfill that purpose within your relationships with your children, spouse, significant other, or friends. You might begin by simply asking them what their greatest aspirations are. You’d be surprised how inspiring a caring inquiry can be.

Explore the actions you can take to imbue every area of your life with your purpose. As you do you’ll be cultivating and developing this awareness. You will experience the joy and satisfaction of success and accomplishment while becoming more confident and proficient at fulfilling your purpose.

Believe me, as my story revealed, I know from 15 years of personal experience. If you do not put the pursuit of purpose into practice on a daily basis, it will be lost in the harried habits of daily life and will not afford you the opportunity for the accomplishment of the success you desire.

To help you I have provided an exercise below. It will begin the vitally important process of imprinting this purpose statement into your subconscious mind. As you continue to practice this process on a daily basis, you will begin to notice the emergence of fresh new business ideas, and inner nudges to take certain actions. You will receive flashes of inspiration for business concepts. You will literally be putting your subconscious mind to work for you 24 hours per day, 7 days per week, 52 weeks and 365 days per year.

Follow these steps daily for the next 4 weeks:

**Step 1:** Re-write your purpose statement as the heading of a separate sheet of paper.

**Step 2:** Each evening, immediately before you go to sleep, read the purpose statement aloud to yourself. Close your eyes, and visualize what it will feel like to fulfill that purpose on a daily basis. For at least 10 minutes each evening, imagine the experience vividly as if it were already happening. Focus your attention on the feelings and emotions you'll experience as you live in the accomplishment of your committed

purpose day after day. If it helps you to make your visualization more experiential, record your feelings beneath the purpose statement you recorded. The important thing is to feel the experience of your purpose fulfilled.

When you are finished, say aloud to yourself, “This or something better” and go to sleep. Your subconscious mind will continue to work on this vision.

Step 3: Each morning, immediately upon rising, read the purpose statement aloud to yourself. Repeat the visualization exercise in Step 2, writing a brief narrative of the experience if it is helpful. Again, the important thing is to feel the experience of your purpose fulfilled. As you visualize this experience, do not be surprised if new business ideas pop into your head. As they do, write them down on the paper with your purpose statement in the heading. Don’t evaluate or filter the ideas. Write down any idea, no matter how ‘far-out’ or strange it may seem.

When you are finished, say aloud to yourself, “This or something better.”

Step 4: Pay attention to your thoughts and experiences throughout the day. Share your intention to create your perfect life and business for with friends and family. In the coming weeks, you will begin to encounter new opportunities that interest and excite you. It may seem

like coincidence at first. As you become aware of them, you will be ‘nudged’ and inspired into specific action. You may think of a better way to address a problem you see. You may run into an old friend or an associate who is looking for someone to help him with a project of some sort. The key is to listen to these intuitive nudges and follow these instincts.

I have a good friend who used this process to discern her purpose and incorporate it into her life. Literally the next day, she encountered an opportunity to proof-read a report for an executive she knew. By following the intuitive nudge from within to do it, she now runs a virtual assistants business and earns in excess of \$100,000 per year.

You may be suddenly struck by an idea while sitting with friends at the coffee shop after work. Whatever it is, keep your eyes peeled, your ears attuned, and your heart open.

As you continue to follow the above 4 step daily practice on a daily basis, and as you continue to access the information I’ve made available to you on ThePerfectBizFinder Video Blog, you will be nudged and inspired to investigate some of what you read, hear, and learn more thoroughly.

Follow these nudges, remain open to the limitless variety of opportunities available to you.

You will unquestionably find the path to your perfect success in life and business.

I am standing for all that is possible for you in life and business.

Steve

[www.theperfectbizfinder.com/blog](http://www.theperfectbizfinder.com/blog)

P.S. There are literally dozens of ways to go about discerning your Life Purpose. The one I've provided in this report is only one of the simplest. If you are unsuccessful with this one it is likely the case that your subconscious mind is blocking the revelation. In order to find it, you'll need to clear the subconscious memories and the limiting beliefs they source.

I provide an extensive collection of clearing techniques as well as a wide array of purpose finding methods in [ThePerfectBizFinder Program](#).

Let me invite you to join me there now and take on the challenge of creating the wildly successful and rewarding life that's possible for you as a result.

P. P.S. For those of you interested in hearing the rest of the story:

After renewing my purposeful focus I discovered something fascinating.

All of those years I had spent working in the venture capital-backed startup world had taught me a great deal. While I had been unable to see it at the time, I had learned invaluable lessons not only about building businesses, but also about leading, teaching, inspiring, and empowering others to achieve their goals and dreams.

In this second flash of clarity and inspiration, my purpose statement was refined:

*Through love and creativity, I inspire, teach, and empower others to live the joyful, successful, abundant lives they truly desire.*

And now, I have the privilege of sharing all that I know about finding and building the perfect success in life and business with you.

Thank you for this opportunity.

Dear Aspiring Entrepreneur,

This brief report is just one tiny sample of the incredible teaching, training and business building support you'll get in

[ThePerfectBizFinder Program](#).

[ThePerfectBizFinder Program](#) is the culmination of my life's work to date.

In it I've distilled my nearly 4 decades of success experience and learning into an easy to follow step by step method for finding and creating your perfect business - a business that delivers every aspect of the lifestyle and financial freedom you expect and deserve.

In today's economic climate you cannot afford to waste your time and money trying to build the wrong business.

The good news is, you CAN know what business is perfect for you BEFORE you invest thousands of dollars and years of your life in frustration and failure trying to make it work!

No matter where you're starting from:

If you just know you want to build a business but don't really know where to start;

Or, if you have an idea but are uncertain how to really get going;

Or, if you've found something and have just gotten started;

Or, if you have been underway for a while and consider yourself a veteran;

[ThePerfectBizFinder Program](#) WILL make the difference for you.

If you're willing to take the time to do this ONE thing, then you'll KNOW exactly how to find and create YOUR PERFECT BUSINESS and your success will be completely automatic!

You owe it to yourself to purchase [ThePerfectBizFinder Program](#).

Do it now and take control of your future:

<http://www.theperfectbizfinder.com/progc>

I'm going to help you build a recession-proof business that is tailor-made for you and delivers everything you want.

I'm standing for all that's possible for you in life and business.

Sincerely,

Steve Little

Founder, ThePerfectBizFinder