

The Magic Of Thinking Rich Season 3 Day 18 Documentation

Date – 20/5/2021

Time – 7.30 PM

BSR Sir started the workshop with a story of a boy who was desperately looking for a job to earn his livelihood. He was begging to someone for a job on the telephone, after the conversation which was overheard by a grocery store owner, the owner offered the boy a job, which was politely declined by the boy. The grocery store owner was surprised that the boy who was begging for a job declined his offer, the boy explained that the lady whom he spoke to over the call declined him a job saying that she already has a boy as house help and she is very happy by his work and then the boy disclosed that he is the boy that the lady spoke about. He did this to check whether his employer was happy with his work or not.

BSR Sir shared that a very few people have this kind of commitment for their work and this is a good news because there is no competition. So, if you have the burning desire and dedication you can easily make a name for yourself. BSR Sir shared a few anecdotes from his personal life and explained why it is so important to be successful in life. BSR Sir also shared an interesting story of a boy who was rejected from a job because he did not have an email id, and how that rejection led him to carve the life of his dreams. BSR Sir shared some other stories and also spoke about understanding the signals of the Universe.

BSR Sir shared about Satya Narayan Goenka BSR Sir, who started the Vipassana meditation centers in India. BSR Sir advised viewers to attend this meditation program to treat problems like Insomnia. BSR Sir advised people to share the link for this workshop with people around them so that maximum number of people can be benefitted by it. BSR Sir shared numerous other examples of people who understood the signals of the Universe, followed it and achieved their desired life. BSR Sir shared about the numerous signals he received in his life and how he followed them to expand his business exponentially.

10 Top Tips On How To Start New Business – Time and Effort does not equal to Money. Only Results equal to Money.

- 1) **Start With A 10 Year Long Commitment** – Always start a business with a long term mindset. Start with a 10 year long commitment to start your business. It requires insane level of dedication and commitment and burn the bridges to go back. BSR Sir shared the back story about the saying, “Burn The Bridges”. Once a small convoy of army comprising 200 people were attacked by an army of 10000 people, the commander of the army, motivated the army men and also burnt the bridge behind them so that no one could back out, so there was only one option to go ahead and fight with the enemy.

- 2) **Never Start In Desperation Or Because Someone Is Telling You To** – BSR Sir advised everyone to start a business but never start a business in desperation or just because someone is continuously asking you to. You should have a burning desire to start a business, a desire that doesn't let you sleep at night. Only then you should start a business, otherwise take your time until a burning desire is there.
- 3) **Start A Business With Your Strength Only** – BSR Sir advised people to start a business based around their strength only. They should take time to analyze their strength and then start a business/business model around that strength.
- 4) **Never Try To Reinvent The Wheel Every Time. First Always Start With What's Working Then Slowly Reinvent** – BSR Sir advised the people to start a business around what's working in the market so you are at least risk, once you establish, then analyze the business model or the sector your business is in and then work on making it better because there is a scope for improvement.
- 5) **Keep The Worst Case Scenario In Mind And Give Your Best Everyday** – BSR Sir asked people to Always **Aim For The Sky But Keep Your Foot Grounded**. BSR Sir advised people to always keep a backup plan and along with the planning for the best you should also plan for the worst because you never know, if you will always get the best.
- 6) **Never Start A Business If You Don't Know How To Sell Or How To Market** – Marketing and Sales is an inevitable part of every business, without proper knowledge in the field of sales and marketing because if you are not selling daily essentials, then you can't survive without a proper plan and budget for marketing and sales.
- 7) **Never Start a Business Which Can Consume Your Freedom** – BSR Sir advised people to understand that business is a part of life, not life. A business is started with the desire for freedom, in terms of finance, emotional, physical and mental but in today's scenario business has become the life of businessmen, they seldom get time for their families, holidays, personal activities. So keep the business on auto pilot mode.
- 8) **Always Know When To Exit From The Business** – BSR Sir advised people to understand that at times it becomes a necessity to exit from the business at the right time. Due to some unavoidable reasons you might have to exit from the business so always plan for it in advance.
- 9) **Consider Investing In Business** – It is very important to focus and invest on your personal growth, because **YOU** are the business, so when you grow, your business grows.

10) Only Do The Business :

- a) When Automation is Possible.**
- b) When It Is Easily Scalable.**
- c) Which is Less Capital Intensive But Can Generate High Revenue If Done Well.**

Watch this powerful session on YouTube channel CoachBSR