

# The SBO Program @lert

## The Primary Purpose of a Business

Ask any owner, why he went into business and you will hear the usual excuses:

- ... *"I always wanted to run my own business"*
- ... *"I wanted to work for myself/be self-employed"*
- ... *"I wanted to set my family up financially for the future"*
- ... *"I knew I could do a better job than the bloke I was working for"*

These are perfectly legitimate reasons. But the focus is on the owner. Think about it: who are YOU focused on if you are self-employed? It's obvious: SELF.

### **The primary purpose of a business is NOT to sell stuff or to make money:**

1. The primary purpose of a business is to SERVE others
2. Profit is the measure of how well you served your market
3. Thus money is the way you keep score or the result, not the purpose.

### **Be inspired by what others have said:**

There's a lot of truth and wisdom in this quote from **Ray Krok** (McDonalds founder): *"Look after the customer and the business will take care of itself?"*

**Albert Einstein** said, *"Try not to become a person of success but a person of value."* In effect he was saying - success is about ME; value is about OTHERS.

**Dr. Russell Conwell** wrote the 1921 classic, **"Acres of Diamonds"** in which he challenged a group of business owners - *"It is the whole of every person's life work to be doing something useful for his fellows..."*

- ...*You don't know where your customer came from and you don't care*
- ...*You don't know anything about him and you don't care*
- ...*If you had cared, you would now be rich*
- ...*You never thought it was any of your duty to help people get on*
- ...*But it is against every law of business and every rule of success*
- ...*What right do you have to be in business with no interest in people?*
- ...*And with no endeavor to supply them what they need?*
- ...*Therefore, you cannot succeed"*

### **Conwell's wisdom is as relevant today as it was in 1921:**

This is a key reason so many businesses under perform; why so many never recovered from the GFC, indeed, already gone broke; and why so many more are heading the same way!

**The Strategic Business Owner Program will ensure you are not one of them!**