

# The Four P's to Profitability

Many BAC clients initially believe that the way to achieve success is to find funding. Or to find customers. Or to hire an assistant. All those would help, for sure, but the real secrets to success are the Four P's below.

If you wonder if you are likely to succeed, read the words below and ask yourself if you have what it takes to make your own success.

## 1. PASSION

strong feelings - extreme interest - utmost motivation - eager to learn - immense enthusiasm - great desire - inspired purpose - willing to sacrifice

## 2. PLANNING

goals - focus - capability - relevance - due diligence - research - marketing strategy - sales approach - funding (personal and from outside) - financials (sales vs. expenses) - alternatives - flexibility

## 3. PARTNERS

advisors, legal and otherwise - supporters - educators - mentors/coaches - critics and allies - collaborators - confidants - consultants (IT, marketing, etc.) - vendors/suppliers

## 4. PERSISTENCE

tenacity - commitment - endurance - discipline - sustainability - steadfastness - determination - sense of urgency - perseverance