



David Del Vecchio <ddvaia@gmail.com>

[The Alliance] THE FOUR PILLARS OF BUSINESS SUCCESS

1 message

Michael Port <questions@michaelport.com>

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To: ddvaia@gmail.com



The Alliance
Mentoring with Michael Port

Let's talk: (414) FOR-PORT
questions@michaelport.com

Dear David Del Vecchio,

Thank you for choosing to learn more about my mentoring program, [The Alliance](#). And more importantly, thank you for giving me your time. I will never take it for granted.

In return for your kindness, I aim to show you everything you're likely to need in order to turn your business--no matter what stage it's at today--into a profitable and legacy-making business that you can be proud of.

As you know, I offer a year-long mentoring program to a select group of big thinkers. It's a real program for real people who want real results. I want to make it crystal clear that the emails in this course are educational. They contain many lessons and exercises from The Alliance Kickstart Course. A link to the page that describes the program will be included in each email, but you will NEVER be offered an inducement to sign up, a time-sensitive offer, a discount or a "buy now" button.

First, my programs are offered by application only, and I only work with people who I have personally interviewed. Second, it's just not my style to push my programs. Frankly, I don't need to. And you won't need to push yours either, if you market properly.

My promise to you is to deliver useful and relevant information on a timely basis. If you don't like what you're getting at any stage, then you must unsubscribe immediately. Now, let's get learning.

All successful businesses are based on four fundamental but easily-forgotten pillars. These pillars are essential to success in any business, but especially important if you're building your business on your own. They are:

1. **BUSINESS MODEL**
2. **PLANNING, PROJECTS & SYSTEMS**
3. **MARKETING**
4. **MINDSET**

After over a decade in coaching small business owners to success, and writing THE book on getting more clients than your heart desires, I'm confident that the system I have devised, synthesized and documented is a system that will work as well for you as it has for me.

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Unfortunately, and I say this with huge love and respect, most business owners don't apply all four of the pillars. Even many of the business coaches I have met don't even apply one of them properly.

Which is why, unfortunately, so many businesses don't make it. I'm on a mission to change that.

As far as I'm concerned, anybody that has made the conscious decision to stand in the service of others, and take that scary leap into the unknown of self-employment, deserves all the help I can give them. This is why those four pillars are so important.

1. Your **BUSINESS MODEL** comprises your tangible, benefit-laden service that sells itself with your method of delivery. It's how you make your money. Without a business model, you do not have a business. But having a business model alone is not enough. You need the RIGHT business model for you. Choosing the right business model BEFORE you start in business is crucial. However, it's not too late to rectify it if you've started without one.
2. **PLANNING, PROJECTS AND SYSTEMS** are what distinguish real business owners from dabblers. Dabblers try this, and try that, and ultimately achieve very little. Using the right planning tools, methodologies and systems, your day will be clearly mapped out. You'll know what you should be concentrating on at any specific moment. You won't suffer boom and bust moments. But most importantly, you'll know where you're going.
3. **MARKETING** is not just about telling people about your stuff. Marketing on its own, without a clear business model and system behind it, is a complete waste of time.
There are very specific marketing practices that you can start using that will ensure that you're talking to the right people - those who are exactly the right audience for your services - and at exactly the right price. (Very rarely is "hanging out on Twitter" or "writing a blog post" a marketing strategy on its own.)
4. And last, but not least, **MINDSET** dictates, ultimately, whether you're going to implement any of the other important pillars. It's all very good "knowing" stuff in theory. But if you can't translate that theory into action, you've only got an idea with no legs. It's not as simple as "switching it on" with mindset. You've got to know where you're going (the second pillar helps with that) but also WHY you're going there.

The four pillars hold up your entire business. Without one of them, the business risks toppling.

If these concepts resonate with you, then you're in the right place. I'm going to share with you, over the next few months, the same system I teach my mentees. (Of course, they get me in person and you don't--at least not yet. :)

I'm going to show you how to implement those four pillars so that your business bears fruit, whether or not you ever work with me personally.

1. **BUSINESS MODEL**
2. **PLANNING, PROJECTS & SYSTEMS**
3. **MARKETING**
4. **MINDSET**

I'll be back in a few days with your next lesson. And I'll walk you through everything you need to know over the months to come. Ok, bye for now. I have to get back to my mentees in [The Alliance](#). :)

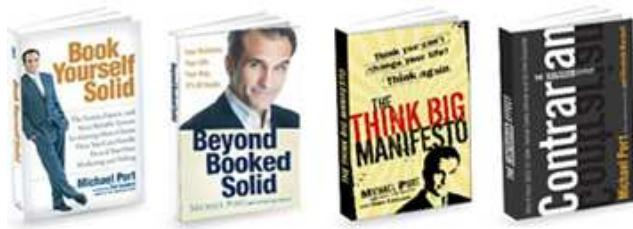
As always, if you have any questions, or want to speak to one of my coaches, or need anything at all, then you can reach out to me whenever you like by either emailing me: questions@michaelport.com or calling my office on (414) FOR-PORT.

I am here to serve you.

Keep thinking big (no, bigger than that!),

Michael Port

The New York Times Bestselling Author of...



P.S. I don't charge extra for typos. They're just my gift to you.

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