

The Best Business to be in Now



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The Best Business to Be In Now

By **Robert Imbriale**, *'The Motivational Marketer'*

One question that comes up again and again for many of my coaching clients is the question of what business they should be in, especially now when our economy is less than perfect.

The answer I give my clients may surprise you because it's different than the answer you might otherwise expect.

I assure you, what I'm about to share with you is NOT an "off-the-cuff" answer just to fill time. It's based on my work with many thousands of business owners over the course of my career in every imaginable industry.

The answer differs for every single person I work with. The right answer to this question for you may or may not be the right answer for another business owner.

In fact, one of the biggest mistakes I see in the coaching field today is that many coaches, when posed with this question will tend to steer their clients into the direction the coach is either the most familiar with, or the one they have some sort of vested interest in.

What I've found over the years is that I don't have to know a thing about the industry my client would like to pursue; all I really need to be is the person who gives them permission to move forward in whichever direction they choose to go, with no strings attached on my part.

So where do I steer my clients? And does it matter what shape the economy is in?

As I said, I take a very different approach to this than do most coaches. I steer my clients in the direction of their heart. Now, I know that sounds "off-base," but hear me out before you judge my motives.

I've looked long and hard at some of the most successful people of our time. I've studied their stories, and I've gotten to know some of them personally, and I've even coached some of them.

I've watched people like **Donald Trump, Bill Gates, Tony Robbins, Britney Spears, Sandra Bullock**, and many, many others.

I've asked the questions most interviewers would never think to ask, so I've gotten answers most other people would never get.

I understand that my clients are coming to me because **they want to be wealthy**. They are not interested in simply making a few extra dollars each month.

These are serious people looking to **make serious money** doing something that they will give them the greatest shot at success.

I could give them any number of things to do to keep them busy, and many other coaches might just do that, not thinking once about what's best for the client.

Success: It Starts with the Heart

So where I start is by having my clients look into their hearts to discover the 6 key emotional needs we all have and how they play out in their own lives. I get most of the information I need within 15 minutes, with no fancy questionnaires, tests, or quizzes. I simply ask questions and listen to the emotion surrounding the answers provided by my clients.

Armed with that information, I can then help my clients pick the correct, and most appropriate, and ultimately **the most profitable business** for them to be in, regardless of the state of the economy!

So what did I just share with you? The foundation of what creates multi-millionaires, and multi-billionaires. If you missed it, go back and re-read the previous 2 paragraphs because I've just given you the foundation of my coaching and the foundation that creates the world's most successful business owners.

I guess you were expecting something more complex, flashier, and more sophisticated? I was too. And honestly, I started out in coaching back in 1995 playing with all the latest and greatest tools of the day. The results I was getting with my clients were dismal.

I had clients drop out my coaching programs, and those that stayed really never got very far. But I had all the forms, the quizzes, the endless questionnaires and evaluations, and I used them!

But they all fell far short of what I now use today, which is by far the most effective, most successful tool of all. Now my clients experience **incredible results immediately!**

I call it intuition, some call it a “gut feeling” and still others will laugh when they hear any of this talk and dismiss it all as “nonsense.” That is until they get to experience it for themselves and start to see the results this stuff produces.

Over the years, I’ve honed my intuitive skills to the point where in just a few minutes I can coach a client at levels that would take other coaches months or even years to get to.

I know very quickly where a client needs to look to find the perfect business for them. I know what they need to do, step-by-step to **create an unbelievably successful business** for themselves. And I also know how to steer them AWAY from businesses that could end up getting them nowhere.

So what’s the best business to be in right now?

That’s simple. It’s **the business that you most want to be in**, the one that gives you everything you want, emotionally, and it’s the one that you have a hard time even thinking about as being “work.”

You’ve got to find the one business that makes you so **incredibly happy** that you’d do it even if you didn’t get paid! You’d do it even if you’re tired, sick, or even broke!

Consider this; any business you start or build is going to require that you put in a fair amount of effort to get it up and running. It may require that you get up early and stay up late day after day for years. (*And you thought you could just “set-it and forget it!”*)

Putting in the effort that is required would never be a problem for you if you were doing something that was truly, honestly, emotionally stimulating, fun, and that you have a hard time seeing it as work under any condition.

When you do this, what you find is that it’s easy to get up and get to work each day, you’re attitude is positive, you’re excited about what you’re building, and that energy actually **attracts new customers** to you regularly.

This one foundational strategy is the one that you **MUST** follow if you’re going to achieve the kind of success that you really, really want from your business. Sorry, there are no real true shortcuts, but none of these needs to be hard, boring, or even difficult! Actually, if it were, the chances of you succeeding would be next to nothing.

So you can do things that you consider fun, enjoyable, and exciting, and all the while you’ll be building a business that will give you the lifestyle you’ve always dreamed possible!

What Do I REALLY Do?

Take a deep breath. Relax. Think about some of the things that you truly enjoy enjoying in your life. What would you do if you could do it every day, all day, for the rest of your life?

Here's why most people can't answer these questions. They go through life with the false belief that only certain kinds of businesses in certain industries are profitable. Yet, when I look at all the business owners I've coached over the years, what's abundantly clear to me is that you **can make millions in any business, in any industry, and in any economy.**

So forget about what the other guy is doing. Stop buying programs that show you how to do things you don't even enjoy, and instead give yourself permission to dream.

Dream about creating the kind of business that allows you to play all the time, to be with people who are fun to be around, and that gives you the lifestyle you've always dreamed possible.

You see, you can have it all. You don't ever need to compromise your values and desires to become wealthy.

In my own business, I get to pick and choose who I work with. If a person comes my way and I don't enjoy spending time with them, I don't have any obligation to work with them. So my business is built around **great clients** who are **fun to work with**, and who could well be close personal friends of mine.

I fill my coaching practice with people who are eager to succeed, who are hungry for a better way to live, and who are not afraid of taking action in their quest for success.

So what I end up with is a business that's fun because I absolutely LOVE coaching business owners, and I get to work with **ONLY** those people who I enjoy spending time with. Wouldn't you love to be a business that was this satisfying to you too?

All of this is no accident. I started my business back in 1999 with one central idea: whatever I did, I had to be having fun doing it, or I wouldn't do it. And I've been able to stay **very consistent** with that initial desire over the past decade!

Every business owner I work with shares this vision and they are eager to find more new and creative ways to **reach more customers** so their businesses **continue to grow year after year**.

Honestly, it makes no difference to me what business you want to be in. It makes no difference to me what industry you choose to participate in and it makes no difference to me whether or not you even have any previous experience.

The key is that when you're doing what you really, truly, honestly love to do, you'll work harder, learn faster, and **rise to the top** of the industry faster than anybody else.

This is why I spend so much time answering the question of what type of business is best for my clients. I want them to succeed, and putting them into a business or an industry where they are not happy is a recipe for failure.

Stop and consider that fact that most people work at jobs they hate, dreaming about doing the things they love. Why not do the things you love, be the best you can be at it, and profit from it all in ways simply not possible from any other approach?

Tune Out the Hype!

One thing you must do in order to be in the right business now is tune out the nearly non-stop hype. Yes, I realize there are people making great money doing all kinds of neat sounding things out there.

For instance, one 17-year old girl is making millions designing backgrounds for MySpace users. But is that a business model YOU should follow? Do you even know how to use graphic design software? If the answer is anything other than “**Absolutely!**” this is likely not the best business for you.

There are people making thousands of dollars each month with Google's™ AdSense program, but they spend hours each day designing and optimizing content, and pouring over all kinds of spreadsheets. If you can see yourself doing that kind of detail-heavy, number-crunching, that might be a business that's a fit for you, otherwise, keep looking.

Over the course of my career, I've participated in hundreds of seminars, presentations, web casts, teleseminars, and sales presentations. I've seen all kinds of business models being offered and sold.

What I almost never see are people who buy these programs **making any money** with them.

While the programs may be fine, they are often terribly mismatched to the people buying them. What often happens with these programs is that they end up taking up space on shelf someplace and become what I like to call "Shelf-Help."

If only the buyers of these programs would ask the simple question; *"Is this the kind of thing that I would truly enjoy doing day and night for the next 30 years?"*

Most often the answer would be a resounding "NO!" and those programs would go back in the box and be shipped back to where they came from.

The fact is that most people know what they'd like to do. They know what they enjoy, and they know what makes them smile. But they are often swayed by the hype and the get caught up in the heat of the moment and end up buying into programs that will never be used, no matter how good they might be.

I've seen many examples of this in my career. I've also rarely seen anybody making any kind of serious money when they go this route. This is why in my work with my clients, I help them discover **what really drives them**, and then we build a business model to support that drive.

When I approach it from this angle, what often happens is that a person will typically jump right in and within just a few weeks, they will be well on their way to building a successful business.

They might have their web site built and are already working on their first product or service offering. Maybe they are creating an e-book, audio CD, software, seminar, web cast, or video. And they are incredibly excited about it and can't seem to be able to step away from it all long enough to "waste" 8 hours sleeping! You get the idea.

So if you're looking for the secret to creating a massively successful business, stop looking at what everybody else is doing and start putting your focus and attention on what you want to build for yourself.

Forget about the competition.

Forget about how much money it will take to build your business.

Forget about how you're going to market your business.

Think only in terms of what it is you want to create and instead think about ways you can get what you want. **Obstacles to your success are there to help you find creative solutions;** they are not reasons to stop moving forward.

Do this, and within a very short period of time you're going to find yourself at the helm of a business that's entirely yours, doing what you love to do, and making the kind of money that will easily afford you the lifestyle of your dreams.

I know you've got it in you because we all do. It just takes a bit of courage and maybe a little coaching from somebody like me to get you on the right track.

Do I Really Need to Hire a Coach?

While many people may simply roll their eyes at the mere mention of the word "Coaching," I know it's the most important piece of any successful entrepreneurial endeavor.

I believe in it so much so that I've had at least one coach working with me since 1996. At one point, I was working with 6 coaches in different areas of my all at the same time!

Now you don't need 6 coaches to get you where you're going, but you really do need at least one who will help guide you and give you the kind of support and feedback you need to make serious progress with your business.

I've been coaching business owners since 1996 professionally, and for many years prior to that as my hobby. Those I've worked with were all able to tap into a vast wealth of business information from me and the hundreds of business books I've read over the years.

But there's more to what I do than just hand out marketing advice to my clients. The truth is, if that's all I did, I'd only be giving my clients about 20% of what they really need to succeed.

What they get from me is a complex, highly-perfected blend of marketing strategy, personal development, motivation, and a generous helping of inspiration. My clients understand that success starts with the heart, is created with passion, and is managed with a clear mind.

If you do decide to hire a coach to help you with your business, look for one who can offer you much more than just a new marketing tool or two.

Honestly, if that's all you want, go buy a book, and skip the coach. If you want somebody who can guide you in all areas at the same time, and who has real answers to most any challenge you will face, and who can guide you from the heart and who truly cares about your success, call me.

I'll be looking to hear from you! Until then,

Be outstanding!



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About the Author

Robert Imbriale has been a professional business coach since 1995. During that time he has personally coached thousands of business owners involved in every imaginable business. He's coached celebrities, industry leaders, and successful entrepreneurs. His book, [Motivational Marketing](#) (Wiley May 2007) rocketed to the top of the best-seller lists the day it was released.

Robert is a powerful speaker, a wealth of information, and a trusted and life-changing coach who brings many skills to his clients in order to help them overcome most any challenge they face in building the business of their dreams.



To find out more about Robert's coaching services, please visit:

<http://www.RobertImbriale.com/consulting.htm>

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Resources

1- **The Motivational Marketing Show with Robert Imbriale**

Each week, you can join in a live broadcast of the Motivational Marketing Show with your host, Robert Imbriale. Discover new and innovative ways to build your business using the latest and greatest marketing strategies. Go to: <http://www.BlogTalkRadio.com/motivation>

2- **Motivational Marketing: How to Effectively Motivate Your Prospects to Buy Now, Buy More, and Tell Their Friends Too!**

Every businessperson, sales professional, advertising copywriter should be endlessly exploring this question. Sadly, few do. Instead, most stay stubbornly focused on the question of: how can we make them buy our 'thing'? And, sadly, most training remains focused on selling. We are all better served pondering the psychology of the buyer rather than the techniques and tactics of selling. That's what Robert Imbriale has done in Motivational Marketing. This book is a valuable exercise in being about the customer."

—From the Foreword by bestselling author **Dan S. Kennedy**

Robert's best-selling book, **Motivational Marketing** is a must-have book for any business owner looking to dramatically increase response to their marketing efforts. Get your copy here: <http://www.MotivationalMarketing.com>

3- **How to Become an Internet Millionaire**

Wouldn't it be great if you KNEW how to **build a million-dollar Internet business starting from scratch** with almost no money? In his ground-breaking 9-part course, Robert Imbriale shows you how to find the best business for you and how to turn that business into a million-dollar profit center inside of 18 months. Join Robert Imbriale as he shares his best secrets with you on exactly how to get started, find a product, and turn that product into a million-dollar best seller on the Internet!

For more information on this course, go to: <http://www.ultimatewebprofits.com/index6.htm>