

# 7 Essential Principles of Doing Business Right!



<b>1.</b>	<b>BE A LEADER!</b>	Why risk leaving it up to someone else?
<b>2.</b>	<b>EMBRACE THE FUTURE!</b>	It's a "cool" world.
<b>3.</b>	<b>DESIGN FOR CONTINUED OPTIMIZATION OF ALL RESOURCES!</b>	Constantly improve all your systems so that the last dollar earned is the most profitable.
<b>4.</b>	<b>HIRE ONLY THE BEST AND KEEP THEM THAT WAY!</b>	The skills and character of your employees is your #1 asset.
<b>5.</b>	<b>FOLLOW THE GOLDEN RULE!</b>	Act legally and ethically at all times.
<b>6.</b>	<b>FOCUS ON VALUE AND GIVE EVERYBODY MORE THAN EXPECTED!</b>	Think abundantly and there will be more than plenty left for you. Besides, who wants to be the richest person in the cemetery anyway?
<b>7.</b>	<b>NEVER RUN OUT OF CASH!</b>	Running out of cash is the fastest way to kill a business.