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# **Introduction**

*The person who can understand and act upon opportunities is the one that succeeds in life. We speak too much about being there at the right time and the right place, but what does this really mean? What happens to those who aren't there at the right time and the right place? Don't they get their opportunities?*

*Welcome inside to know how to understand business opportunities and make the most of them in your life.*

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# **Chapter 1:**

Business Opportunities – What Are the Qualities of a Great Business Opportunity?

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# Summary

*How do you make sure that the business opportunity staring at you is good for you? Here are some points.*

## **Business Opportunities – What are the Qualities of a Great Business Opportunity?**

The first step of any successful business is to find out about the quality of the business opportunity you are planning to start. You should know what you must look for.

The following are a few qualities that you need to check before you start any business. There are more, of course, but these are the ones that you should absolutely not miss out on:-

1. The business should have enough targeted customer base. Now, what do we mean by that? Let's say you are planning to start a home-based business. You will need to look for a business that is more in demand. Where need is high and supply is less, you can have a better scope of success. Take the example of SEO opportunities for freelancers. You can do this from home without any high investment. In this niche, the requirement on your part is very high and you are bound to do well if you put in the right effort, because the professionals here are fewer. You need such an opportunity.
2. The business should have a good breakeven point. If your business doesn't have that, then you need to have large amount of working capital. Making a project report that tells how much you will have to put in and how much you will get from the business, and when, is a great idea.
3. Your interest in the business you start is highly important. There are many people who start a business looking at its potential, but don't reach the level they desire, primarily because they don't have much interest in the business itself.



4. Before starting with the business opportunity, see to it that you get proper resources on time, like manpower, guidance, consulting, financial credit if needed, infrastructure, etc.
5. Check before only if your business is over competitive or over in demand, if competitiveness is very high it will be difficult for you to get established in the business soon.

So, in summary, you need to check out all the pluses and minuses of the business opportunity before you plan to start anything. Once you start, it can get very difficult to stop. Being forewarned is being better-armed.

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## **Chapter 2:**

Where to Look for Business Opportunities?

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# Summary

*Opportunities don't usually happen; usually you have to look for them.*

## **Where to Look for Business Opportunities?**

Now, as you know what to looking for in a business opportunity, you should also know where to find them, get new ideas and more. So just keep on reading – here we tell you about the exact strategies on how to find best business opportunities.

### ***Method 1 - Search Engines – Your Gold Mine of Information***

Search engines are the best place to find the information for any business. You can say search engines are gold mines of information. You could just do a common search on Google or Yahoo! and find out about thousands of business opportunities. But, of course, you wouldn't know which of these are good to have and which aren't, in which case, you might have to read their reviews as well, which again you will find through search engines. Look for specific forums on business opportunities where you will find people talking about them and giving their opinions.

### ***Method 2 – Join Business Forums (Online as well as Offline)***

Forums are now a day's very much in demand especially online. There are many business forums having around 2 to 3 million users. Using forums you can discuss get professional help, advice from experts and also from people who are searching business opportunities. Just Google they keyword of your business with the word “forums” and you will get list of top forums in that niche.

### ***Method 3 - Classified Ads (Don't Ignore These)***

Regularly check newspapers, TV news, online news, online press release where daily bases thousands of business opportunities are posted. Just take the advantage of this revolution and get great ideas for best business opportunities.

#### ***Method 4 – Get Memberships into Top Clubs***

Clubs are one of the best places where people go for entertainment and also share their business experience and resources. Go to get to gather and you get lots and lots of business ideas and great opportunities. Be into a social life and see how you can grow your business with new business opportunities.

#### ***Method 4 – Get Information from Government Bodies***

Governments do provide many good business opportunities in terms of grants, information help, leads and many other resources. This source is one of the most trusted source then others. Just get in touch with your local business regulation bodies to get a long list of business information and ideas.

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## **Chapter 3:**

Successful People Aren't Born Successful; They Understand and Accept New Opportunities

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## Summary

*People aren't born with success written all over them. You might be born in a rich household, but that's not a guarantee that you will be rich individually as well. Here's what successful people do – they keep their ear open for any news of new opportunities.*

## **Successful People Aren't Born Successful; They Understand and Accept New Opportunities**

No one is born successful. When we are born we even don't know how to spell successful, knowing its meaning is something quite far-off. As and when we grow up, we begin chipping in efforts to turn our lives into successful lives. Some of us do achieve the success that we have thought about, but that doesn't come without a great deal of effort.

One of the most important ingredients in becoming successful is to have a vision, a dream. If you don't know how to dream, you will most probably not achieve anything in life. Some people are afraid to dream, thinking they would be terribly frustrated if they don't achieve their goals. But the fact is that if you don't dream, you probably won't get it. Great people dreamed of flying, going to moon and so on... you see now that we *can* fly, we *can* go to moon.

In this age when people are thinking how to build gadgets that can turn objects and even people invisible, it is quite unwise to restrict one's thoughts. What do you dream about? Probably you dream about having a great business or buying a home or a car of your own. In the light of all the achievements that people have made, do you think all this is as difficult as you think? This shows there is nothing impossible in this world you if you do it the right way, if you take initiatives and plan it properly.

Just take the example of Bill Gates, our favorite example actually. Practically the whole world today uses his Microsoft products, not realizing that these products belong to a person who is a computer dropout. Take a look at Facebook. It started as a college project and has today made a revolution in the field of social networking. How can we not talk about Google, which started in a dingy office and today it dominates our online world. All these successes have been achieved in just a few short years!



So, don't lose hope, hold on to your big dreams and try to achieve them. The simple steps that you need to take are hard work, and to be there at the right time and the right place. Follow this and no one can stop you from reaching your goals. Plan things properly on paper before executing them. Make milestones for yourself and give yourself rewards once reach there.

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## **Chapter 4:**

Why We Should Always Be on the Move!

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# Summary

*Success rarely comes to people who wait in the wings for things to happen to them. It happens to people who stay on the move.*

## **Why We Should Always Be on the Move!**

I have seen thousands of people failing in their lives due to only one reason, i.e. they don't take action. Let's say you have \$10 million but you don't know how and where to use them. The amount becomes worthless to you then. So, if you have resources, information and business plan, make it a point to execute them then. Don't just keep them on paper.

Some people work very hard during the initial stages of their business, but if they don't succeed early on, they stop. You must know that success most probably won't come instantly. You need be dedicated and sometimes work for years to get real success. But some people get demotivated very soon. Most of these people have not planned for the worst and they don't have back up plans. Keep all these things ready and keep working on your plans and you will see that you move closer to success.

Failure is not the only reason why people stop working. In some people, overconfidence becomes the primary culprit. These are the people who succeed early on, but then they become overconfident about their achievements, which even makes them complacent. They start thinking they have achieved everything and now they don't need to do much, but the fact is we should never stop and should always be on the move to achieve more and more success.

Then, there are other kinds of people who just keep dreaming, keep thinking they will do one thing or the other, but the fact is that we only have to execute those plans and not to just keep thinking about them. Everyone can dream but only those people who work hard can achieve those dreams.

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## **Chapter 5:**

Identifying Great Business Opportunities and Acting upon Them!

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# Summary

*It isn't enough to just listen to your opportunity's call. You have to act upon it.*

# **Identifying Great Business Opportunities and Acting upon Them**

There should be a formula to make a great successful business and plan to take action on that formula which should be executed properly by acting upon them.

There are a few things you need to take care which help you to take action on your plan.

- Always expect for the best
- Create your work plan on paper
- Dedicate yourself to work and complete the task on time
- Make milestones for your plan
- Make schedules for daily, weekly and monthly task and don't miss them
- Always keep an backup plan which keeps you still in the business

Sometimes we work very hard but at the end of the day we are not satisfied with our work and if we see properly will find that no outcome has come. This happens if you work without a plan. So always make a complete plan on paper.

Give yourself targets and gifts too. We always need some kind of motivation to keep our self in business with good standing. Let's say you had to complete a task by tomorrow evening but you complete it in the morning itself, then give yourself some reward. This rises your opinion of yourself, which is very important.

Plan your task with backup plans , say you are not able to complete the task on time for any reason then should have plan what to do to cover the time.

Always prioritize your tasks. Sequence them in the order of their importance. There should be a "must-do task" for daily or weekly basis. This gives you a chance to complete your important work at least in a week and don't miss.

If you don't know how to make a plan, get help from professionals such as accountants and other financial experts, but don't start without a plan. 90% of businesses fail because they don't have a plan on paper. At the same time, implementing the plan is of supreme importance as well.



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## **Chapter 6:**

Does Opportunity Knock Twice?

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# Summary

*Will a lost opportunity ever make a comeback?*

## Does Opportunity Knock Twice?

There is a saying failure is the first step toward success. Many people stop their efforts thinking when they have failed once. They fall prey to thinking that if they have failed once, they won't be able to do well again. However, opportunities do recur in life; you just have to be ready and grab them when they come again. You should not opt out of accepting these opportunities when they come by you again.

Nine in ten of the people who are successful today have faced failure sometime in their lives. Francis Ford Coppola was a washout when his important directorial venture was proclaimed a dud when it was being filmed. However, he continued his efforts unrelenting, and that 'dud' is known today as the classic *The Godfather*. A person of average mindset would have given up when people began to become cynical, but he didn't and he gave us one of our greatest cinematic masterpieces.

This is simply a learning process. When we started our school in our childhood, we didn't know such a lot of things. We learned everything by committing mistakes and fixing it. That's the part of our success. If you face failure before you will be more successful as you know what to do if you face that kind of conditions in the future.

So it does not matter if we lost the opportunity once or twice, it keeps coming. Let me give you a live example. You were waiting for a bus to go somewhere, and for some reason, you missed one bus, what do you do? Don't you try for another bus to reach your destination or do you return to where you were before? Just as you wait for the bus and catch it the next time it arrives, you wait for opportunities as well. And, just like buses do, opportunities come by you again as well.

If your efforts are correct and well-meaning, there is no reason why you should not succeed in them. Opportunity knocks several times in life, but you have to be

ready to accept them in the right way, and surely you will be able to tackle them well as you have learned many things from your past failures.

So never get too depressed, keep trying your best and one day you will be scaling new heights of success.

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## **Chapter 7:**

Using the Internet to “Discover” Your Business Opportunities

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# Summary

*The best opportunities are found on the Internet.*

## **Using the Internet to “Discover” Your Business Opportunities**

The Internet is one of the best places to discover business opportunities; there are many options available here where you can do research, gather data, research papers and so on. We are going to speak about some of the best methods to find what is more in demand and what people are looking for.

1. You can do research on practically any product or service using search engines. You can find how many competitors there are, what they are promoting, how long they are into business, what their USP is, at what price they sell and so on. You can easily get all the needed information from search engine. Simply enter your keyword and you get all the information you need.
2. You can try Google Trends (<http://www.google.com/trends>), this tool helps you to see what demand is and how graph is going on. For an example you can know regarding iPhone, what was the trend in 2006, 2007 or now, in this way you can easily know how the product or service is in demand in last few years which helps you decide.
3. You can try <http://pulse.ebay.com>, <http://www.amazon.com> and magazine websites. These websites give you details of which product or business section is more in demand, which product users are searching for, what people are buying and so on. If you go to magazine website you can find out which products are highlighted as those websites will only display products or service which is in current demand, so we can use their ideas.
4. You can use the Google External Keyword Tool (<https://adwords.google.com/select/KeywordToolExternal>) which give

you total search volume of a particular keyword which people are searching for example keyword “weight loss” was searched for 20,400,000 times in just one month by American users.

So, you see there are many ways to get information on different business opportunities. Just explore it.



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## **Chapter 8:**

Listening to an Opportunity Is Not Enough; You Have to Put It into Action

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# Summary

*What you must do when an opportunity comes your way.*

## **Listening to an Opportunity Is Not Enough; You Have to Put It into Action**

When you work for someone it makes it more easy for you, typically they take all the risk, guide you, inform you what to do and how to do but when you choose to start your own business it's totally a new game. The main part to start your own business let it be your entrepreneur business or home based, you need to take action, action and action.

You should not only plan on what to do, when to do and how to do but also implement the plan you have made. As it's your business you only have to take action, no one else will do the initiative.

One of the most important reasons of people not getting success is lack of hard work, or commitments to themselves. You need to execute your plan instantly. Merely thinking about the opportunity at the drop of a hat and trying to implement it isn't going to take you anywhere.

If you work hard and execute your plans as per plan, you will surely get rewards which you expected and many times much more than expected.

There is a saying that action speaks louder than words. So put your plans into action and see how it gives you returns. You don't get anything just by speaking it out; you need to actually do that. It's not difficult to be a go getter or put your plans into action. Just be confident, be committed to yourself and you will see the results.

There is unlimited potential for hardworking people and for those who put their plans in action and not just listen to an opportunity.

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## **Chapter 9:**

Inspiring People to Help You Reach Your Goals

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# Summary

*It will be very difficult to plow on without the support of people whom you can trust. The best people are those whom you can inspire.*

## **Inspiring People to Help You Reach Your Goals**

Reaching your goal is not as difficult as many things. You can reach your goal if you follow some of the common techniques from real life. Let me show you one very simple example of “word of mouth” marketing technique. Let’s say you have to buy a T.V what you do? Ask your friends what TV is the best? Get reviews online? Get expert advice? Right? Yes we do all this before buying or taking action. This is really very simple marketing technique of involving more and more people to help you promote your business. If they like the product or service they will surly promote it to others without any charge as they want to give the best to their friends and family.

Take an example of MLM it’s totally based on “word of mouth” marketing. One person joins the network and he invites others to join and then other invite more people and so on. This way, the company reaches its target easily without much marketing and concentrating on their quality of the product.

You too can follow the same method, join more and more clubs, more and more events and spread your network. The more networks of people you have, more easily you can reach your goals. Indirectly you help them and they help you. It’s a kind of a win-win situation. You make a friend that’s it which is fun and it helps you to reach your goal.

Can anything be better than this?

So start joining clubs, groups, events, parties, tours and make friends and groups and reach your goals easily without any errors.

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## **Chapter 10:**

Don't Stop with Just One Opportunity

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# Summary

*The most successful individuals in the world have been unstoppable.*



## **Don't Stop with Just One Opportunity**

I can claim and say that 99% of people don't get satisfied with what they have. Like a person who has a motorcycle will want a car, those who have a car want a luxury car, those who have a luxury car want to have a private jet and so on. This is the nature of humans and that's why we are so much successful as we always have dreams that keep the life going on.

So when we have so many dreams do you think it can be completed with just one successful opportunity or business? When we want everything why don't we try to grab more and more opportunities which give us everything we need in life?

The fact is most worlds' richest people have multiple stream of income from multiple businesses. They started with one business and now have multiple ventures to their names. We think that we invested xyz amount and we got good returns, so now everything is fine; but the fact is we always need more and for that we need to have more and more business opportunities.

Burger King started with a single restaurant now it has franchisees all over the world. This is the power of keeping looking for opportunities. If you stop at any point you are not going to fulfill the dreams of becoming rich and famous. Diversification is a very important aspect of getting at where you want to reach.

## **Conclusion**

*Opportunities come everyone's way but not a lot of people can understand what they should do with them. And most people don't even know where to look for the right opportunities.*

*But now you have a start. And the right motivation. Go forth and conquer.*

***All the best to you!!!***

