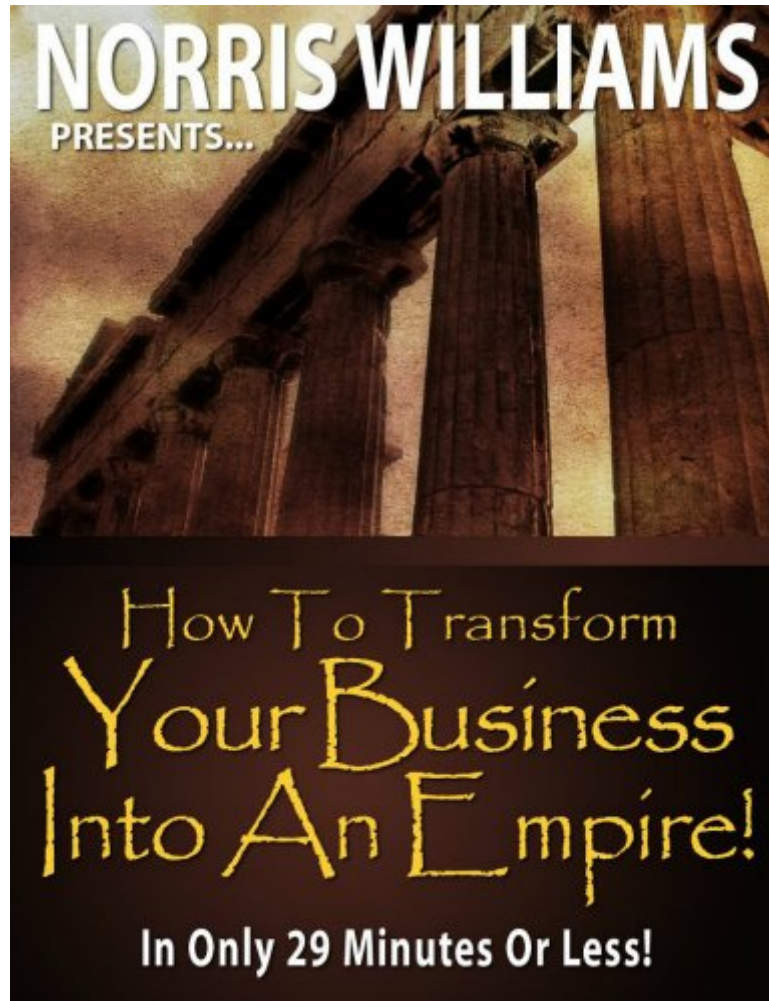


The book was found

How To Transform Your Business Into An Empire!



Synopsis

95% of Entrepreneurs FAIL within 5 years of beginning their ventures. I think that's an absolute travesty. Among the many excuses (not reasons), in my opinion, are; lack of funding, lack of connections, lack of experience, or lack of marketing expertise. There are a myriad of others, but the fact of the matter is, these are ALL secondary reasons. Sure these competencies are necessary, but they are NOT the true determining factor in business failure. At the core of every business is an Entrepreneur(s) with a dream. That dream is a seed planted in their hearts, birthed in a desire for astounding success. (I mean, who starts a business to fail?) Talk to any Entrepreneur about their business in the beginning and they have nothing but stars in their eyes and want to tell everyone about their amazing idea; however, as they experience the realities of running a business, that excitement gives way to struggle. How To Transform Your Business Into An Empire was written for that Entrepreneur who wants to gain that "edge" to step into the DreamWorld that the business should grant them. This book focuses on the core principle, "The Empire Without Can Never Be Larger Than The Empire Within". This principle is what separates Good Entrepreneurs from Great Entrepreneurs. Who the person is, inside, determines whether or not the business is ordinary or extraordinary. The knowledge of management, marketing, networking, sales, etc., are necessary for the business to maintain itself. However, this information can only make the business average at best. "The Law of Universal Identity" states, "anything accumulated in the physical realm that cannot be transported to the spiritual realm cannot possibly define who you are." We are taught that the more degrees, years of experience, colleagues we know by first name, and titles we have, the more successful we are. This Law explains explicitly that these "accessories" cannot define who we are, but they define what we are. As long as we are focusing on what we are and not who we are, we will never be great, nor will our businesses. This book walks you through a 7-step journey to re-establishing a meaningful relationship with YOU (the REAL YOU). Only then will your business transform into the Empire it was designed to be. This will happen naturally as it will mirror your transformation into your Greatest Self. Enjoy!

Book Information

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Customer Reviews

I was surprised at how this book grab my attention. I have a hard time staying focused to read a book (any book). I started to read this book and I laughed, had some AHA moments, & continued to read. I did refer back to the scriptures that was listed and yes it made a lot of sense on how it tied together. I found about Norris Williams and this book through a conference call that Dawniel Winningham hosted.

The book is a quick read and very informative. The author is fabulous and so motivational! Absolutely must have and will read again!

I have been wavering the last few years on different start-up ideas. I needed the information presented to help me re-channel my energy and stop being mediocre. This book can be read over and over again. Especially when you forget why you went into business in the first place..... I recommend this for anyone looking to be GREAT in business..JAJ

How to Transform Your Business into an Empire is one of those books where the title puts the reader in one frame of mind--Business Transformation, and it is all about that BUT it's so much more. Mr. Williams takes command over the use of metaphors, lessons from popular culture and technology to prove to the reader that transformation must take place within it's people before the organization can be transformed. In one example, He uses vehicle navigation to demonstrate how many of us fail to follow the directions of our own intuition. The book provides practical insights and tips for application. Simplistically deep... over think it and you just may miss it. Job well done!

This book kept my attention from the beginning to the end. Norris just got right down to the point. No fluff, which I really appreciated. I feel so blessed and favored that I had the opportunity to read this book. The one thing that most stands out to me in this book that I believe is the reason my business is going to explode is the fact that I put my heart and care into every client interaction. Norris said, "Entrepreneurs must master utilizing emotion as a part of your overall strategy". He states that this one key gives you the competitive advantage. I want the advantage. Great book!

If you think this just another one of those motivational books, you are sadly mistaken my friend. Norris gets to the core of what it is really missing from business training today. Do yourself a favor and get this book now! You'll thank me for it.

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