

An Invitation to Care



The 30 minute guide to opening the door to more business.

by Jenan Mujkic

Copyright by Jenan Mujkic

No part of this ebook may be reproduced or transmitted in any form or by any means, electronic, digital, or mechanical, including photocopying and recording, or by any information storage or retrieval system without written consent from the author, except for brief passages quoted in a review.

This ebook is distributed with the understanding that the publisher is not engaged in rendering legal, or any other professional advice. The comments contained herein represent the experiences and opinions of the author, but the author is not responsible for the results of any action taken on the basis of information in this work nor for any errors or omissions.

Table

of contents

Instead of a preface

1. A road to Betterville
 2. Meet the least sexy business strategy
 3. Enthusiasm is smart
 4. The missing ingredient
- For sale: a life by the sea (bonus chapter)

About Jenan

Instead of a preface

I rather chose to relate plain matter of fact in the simplest manner and style,
because my principle design was to inform, and not to amuse thee.

—Jonathan Swift, *Gulliver's Travels*

You.

● Got 30 minutes to hear some business-building ideas? Great.

#1

You know that at any given moment a lot of people are all ears, right? You're one of them, no?

Okay, so people are looking—searching. What are they searching for? “Who knows, all kinds of things,” you may be thinking right now. My 2¢: That's the easy way out. Not a quality kind of easy, mind you, but a cheap kind of easy. It's tempting to rush to the conclusion that it's hard to figure out what people want and then proceed to throw your hands up in the air feeling overwhelmed.

Allow me to offer you a simpler perspective: Essentially, most people are searching for a way to move towards Betterville and away from Discomfortville. (And they'd like to start the journey yesterday.)

How does whatever it is that you sell move people towards Betterville and away from Discomfortville?

It's okay if you're feeling unsure about how to answer this question. To get your creative juices flowing, let me tell you a quick story about one of the most boring things in the world: the moving box.