

GUARDING
THE
AMERICAN
DREAM

Your Guide To Purposeful and Extraordinary Entrepreneurship

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PREVIEW COPY.

Read as much as you need to inform your review.

Dedication:

For those who dare to dream, for those who strive to make a difference, and for the unwavering guardians of the American dream—may this book be a guiding light on your extraordinary journey.

Introduction:

*“You’re here because the dusty old playbooks don't speak to you, do they? The “profit first, hustle harder” mantra feels a bit hollow. While you want to make loads of cash, you also crave more than just a fat bottom line. You dream of building a business that matches your values, fuels your freedom, and leaves a lasting positive impact on the world. I do too. And that's why I poured my heart and hard-won lessons into *Guarding The American Dream*. This dream resonates with the very ethos of America. Here, innovation, determination, and resilience have consistently paved the way for groundbreaking ventures. This book isn't just a manual, it's a handshake, a promise to walk alongside you as we navigate the complexities of modern business. With each do-good venture, we'll rewrite the narrative of business, leaving a trail of positive impact one bold step at a time.”*

We'll explore this in three key stages:

Finding Your Freedom Map: Define your unique purpose, translate your vision into reality, and achieve balance in your life.

Building Your Legacy Brick by Brick: Craft a sustainable, profitable business built to last and reach your financial goals.

The Freedom Dividend: Future-proof your business and create a lasting legacy of freedom, purpose, and impact.

This book is more than just a manual:

- ***I share my own journey:*** From karaoke host to successful entrepreneur, providing both inspiration and practical tools.
- ***It's a pact:*** It's about celebrating entrepreneurial spirit while staying true to your core values.
- ***It's your guide:*** Get unconventional strategies to overcome challenges, find your "next normal", and achieve true freedom.

Chapter 1: AUDACIOUS BEGINNINGS

"I was a scrawny, scraggly-haired trailer park kid from the coal mining towns of Colorado. It takes a lot of audacity to think that someone like me would end up a multi-millionaire! I don't have a college degree, nor have I been the recipient of any special favor. I wasn't networked, or even knew somebody who knew somebody.

I was just stubborn enough to have a belief in something more. I started from nothing, but I was driven by a desire to discover freedom with a dash of boldness to chase it. As I unraveled God's plan, I searched for the truths that would define the next chapter, for both me and this work."

Despite lacking formal education and connections, audacity drove me to pursue success in corporate America. Trading office walls for a sense of agency, I built a mission to uplift struggling businesses and pave their path to success.

Through diverse experiences in sales and entrepreneurship, I established a debt collection service that later evolved into a comprehensive consulting practice. This chapter emphasizes the importance of perseverance and aligning business with personal values. It concludes by introducing the concept of the "entrepreneur's bottleneck," where most give up and walk away, highlighting the need for continuous growth and adaptation in the entrepreneurial journey.

Key Points:

- Perseverance and audacity are crucial for entrepreneurial success.
- Aligning your business with your personal values leads to greater fulfillment.
- Most entrepreneurs give up at the "bottleneck" stage, so continuous growth and adaptation are essential.

This chapter inspires readers by demonstrating that success is possible even without traditional advantages.

It emphasizes the importance of staying true to yourself and your values.

It serves as a wake-up call to avoid giving up during challenging times in the entrepreneurial journey.

Chapter 2: CHOOSING LEADERSHIP, CHOOSING FREEDOM

Jumping headfirst into entrepreneurship isn't always the recipe for success, especially when you haven't considered all the variables. As Sierra, a motivated single mother, discovered, chasing the seemingly "perfect" opportunity without aligning it with her true values and goals landed her in a challenging situation. However, her story isn't one of failure, but a powerful reminder that taking a step back and making informed choices can lead to unexpected and fulfilling outcomes. Together, we explored her values and long-term vision, leading her to discover that traditional employment better aligned with her goals.

Sierra's path underscores the importance of **defined goals** and **values-driven decision making**. Her story encourages readers to explore diverse options before diving headfirst into entrepreneurship.

Key Points:

- Define your goals and values before choosing your path.
- Explore diverse options, not just entrepreneurship.
- Lifelong learning and growth are crucial, regardless of your path.

- Entrepreneurship requires self-awareness, perseverance, and a strong mindset.
- Embrace personal sovereignty and ownership of your choices.
- Discover your life's purpose and uniqueness through introspection and exercises.

This chapter encourages readers to reflect, explore, and choose a path that leads to personal fulfillment and freedom, not just based on societal expectations. By understanding themselves and making conscious decisions, readers can achieve long-term success and happiness.

Chapter 3: The Uncomfortable Journey of Self-Discovery

Imagine waking up every morning excited to work on your business, because it's more than just a job – it's an extension of yourself. Beyond profits and accolades, true entrepreneurial success lies in deep fulfillment. This chapter unlocks the key to achieving this state: self-discovery and aligning your business with your core values. You'll learn to shed societal expectations, embrace introspection, and design a business that fuels your unique purpose.

Key Points:

- **Clarity of vision is crucial:** Without understanding your needs and desires, achieving your dream life is impossible.
- **Business as a values platform:** Your business should reflect your values and make a positive impact beyond profit.
- **Embrace self-discovery:** This journey requires introspection and shedding societal expectations to uncover your true desires.
- **Vision as a guide, not a map:** Your vision can evolve as you grow, influenced by childhood dreams, personal success definitions, and moments of fulfillment.

Chapter 3 equips readers with the tools for introspection and encourages them to create a business that reflects their authentic selves. By

understanding their core values and desires, readers can embark on a more meaningful and fulfilling entrepreneurial journey.

Chapter 4: TOUCH THE DREAM

Stop wishing, start living! Touch The Dream unveils "proactive immersion," a powerful tool that catapults you towards your dreams. Immerse yourself in the sights, sounds, and experiences of your desired life, and watch your aspirations become reality

Key Points:

- **Shift from waiting to immersing:** Surround yourself with your dream life before achieving it.
- **Cultivate belief:** Mental visualization, real-world experiences, and daily practices foster belief in your potential.
- **Measure and strategize:** Calculate the cost and value of your dream lifestyle, set SMART goals, and fuel them with unwavering intentions.
- **Attract opportunity:** Bold, achievable goals act as magnets for fulfilling experiences.

Unconventional and inspiring, Chapter 4 offers a fresh perspective that empowers readers to take an active role in reaching their dreams. By incorporating proactive immersion and strategic goal setting, readers can increase their chances of success and attract meaningful opportunities along the way.

Chapter 5: DESIGNING YOUR BUSINESS AND YOUR LIFE

Concluding part one, the rubber meets the road in Chapter 5 challenging traditional entrepreneurial norms. fe.

Key Points:

- **Holistic approach to entrepreneurship:** Create a fulfilling life and business where purpose, impact, and finances align.

- **New definition of success:** Move beyond the limitations of purely financial goals.
- **Impactful business model:** Learn to create a business that serves others and makes a difference.
- **Self-discovery tools:** Gain insights into your unique strengths and aspirations.
- **Practical guidance:** Access actionable steps to start and grow your business.
- **Fulfillment and purpose:** Discover how to build a life and business that aligns with your values and brings you joy.

"In the world of business, I want you to realize that the impact of your work extends far beyond the products or services you offer. It's about the transformation, the "after state," that your customers experience. It's about the emotional resonance you deliver. Diving deeper into this can make a huge difference in how you position yourself and how your audience perceives your value. Stay tuned for chapter ten, where we'll really unpack the power of delivering outstanding value."

Part 2: Building Your Legacy Brick by Brick

Chapter 6: THE PATH TO YOUR FIRST MILLION: MASTERING THE BUILDING BLOCKS

"I truly believe that by allowing yourself to focus on these things for one year, you can have a million-dollar business. The truth is 98% of your revenue does not come from the idea; it comes from you knowing how to monetize your idea, how to deliver it, how to differentiate yourself in the market, and how to execute."

Chapter 6 guides aspiring entrepreneurs by revisiting **early experiences** and extracting valuable lessons for thriving in the business world. We take a deep

dive into my own entrepreneurial journey, starting with hosting karaoke in Nashville, to identify crucial elements for success.

Understanding key components: Define your lifestyle goals, customer outcomes, target audience, offer, delivery method, marketing platform, sales conversion method, and problem-solving approach.

The "Focused Five Framework" is introduced:

1. **One Person:** Serve a clearly defined target audience.
2. **One Signature Product/Service:** Specialize in a specific offering.
3. **One Delivery Process:** Streamline your delivery method.
4. **One Marketing Platform:** Focus your marketing efforts on one channel.
5. **One Conversion Method:** Use a single, effective sales funnel.

Real-world examples: My own journey in B2B collections and real estate illustrate the "Focused Five Framework" in action.

Key Points:

- **Structured approach:** Learn the "Focused Five Framework" for business fundamentals.
- **Focus and execution:** Understand the importance of focus and consistent execution over constant strategy changes.
- **Practical insights:** Gain real-world examples and actionable tips for applying the framework.
- **Clear roadmap:** Receive a clear roadmap for building a successful business by mastering the essentials.
- **Shift in mindset:** Move away from overemphasis on ideas and focus on execution and monetization.

This chapter provides aspiring entrepreneurs with a practical framework and mindset shift to navigate the early stages of building a successful business. By focusing on mastering the fundamentals and executing consistently, readers can increase their chances of achieving their entrepreneurial goals.

Chapter 7: YOU'RE MY PEOPLE. I'VE GOT YOU

"The technical aspects of marketing and messaging can be intimidating, leaving entrepreneurs feeling confused and overwhelmed. The truth is that marketing is just the story of identifying your people and reaching out to say, "Hey, I'm here. And I've got you." It's not about making noise; it's about making a statement."

Key Points:

- **Marketing phases:** Marketing plants seeds, customer acquisition nurtures growth, and conversion reaps the fruits.
- **Avoiding the "chameleon trap":** Continuously changing tactics dilutes your brand and makes you invisible.
- **Laser vs. the lantern:** Focus on precise targeting rather than scattered efforts.
- The "**Focused Five Framework**" for attracting ideal customers:
 - Cast a wide net initially.
 - Ask key questions and document trends.
 - Build detailed client profiles.
 - Say no to mismatched leads.
- **Scaling with quality, not quantity:** Ditch vanity metrics, create high-quality content, target serious individuals, and leverage influencers.
- **Overcoming niche marketing fears:** Embrace authenticity and personal branding for genuine connections.
- **Stand out by staying true:** Impact the right people through a consistent core message and authentic connection.
- **Clear message:** Understand the importance of focused marketing and avoiding the "chameleon trap."
- **Actionable framework:** Learn the "Focused Five Framework" for attracting ideal customers.
- **Quality over quantity:** Discover how to prioritize quality leads and content for effective scaling.

- **Overcoming fears:** Gain guidance on facing niche marketing challenges and embracing authenticity.
- **Building connections:** Learn how to connect genuinely with your target audience and build a strong brand.

This chapter equips readers with the tools and mindset to develop a focused marketing strategy that attracts the right customers and helps them stand out in a crowded marketplace. By focusing on quality, authenticity, and laser-targeted messages, readers can cultivate meaningful connections and achieve sustainable growth.

Chapter 8: CUSTOMERS COME THROUGH CONNECTION:

Remember that awkward salesperson who bombarded you with features you didn't need? Yeah, me too. This chapter throws out the outdated pushy tactics and introduces a new era of **marketing driven by authentic connection**. Discover how to build meaningful relationships with your customers, go beyond the sale, and create a community that thrives on **value and trust**.

Key Points:

- **Marketing as genuine conversation:** Focus on offering value, building trust, and fostering relationships rather than aggressive sales pitches.
- **Blending modern and human:** Combine marketing techniques with authentic interaction to build rapport and collect data with integrity.
- Key takeaways:
 - **Value first, sell later:** Offer upfront value, build trust through reciprocity, and deliver high-quality content consistently.
 - **Find your content sweet spot:** Choose the right content type and platform, prioritizing consistency and aligning with your audience's preferences.
 - **Keep it clear and concise:** Use the "Power of One" principle for focused messaging with one reader, one idea, one promise, and one call to action.

- **Leverage email strategically:** Utilize email marketing effectively with improved content and engagement strategies.
- **Social media with purpose:** Focus on genuine interactions and meaningful connections over vanity metrics.
- **Dream 100 strategy:** Identify and engage with ideal clients or partners in a focused and authentic way.
- **Sales as an energetic exchange:** Reframe sales as mutually beneficial relationships, creating value and deeper connections for sustainable growth.

Greatest Value to the Reader:

- **Shift in perspective:** Move from pushy sales to building genuine relationships with customers.
- **Actionable strategies:** Learn practical methods for implementing a connection-based marketing approach.
- **Content and platform guidance:** Discover how to choose the right content type and platform for your audience.
- **Effective communication tips:** Apply the "Power of One" principle for clear and concise messaging.
- **Networking with purpose:** Learn the "Dream 100" strategy for building authentic connections with valuable individuals.
- **Sustainable sales approach:** See sales as an opportunity to help others and build deeper, mutually beneficial relationships.

This chapter equips readers with the tools and mindset to shift their marketing focus from aggressive sales to building genuine connections. By prioritizing value, authenticity, and meaningful interactions, readers can cultivate trust with their audience, build stronger relationships, and achieve sustainable business growth.

Chapter 9: THE BUYER TAKES CENTER STAGE

Forget the pushy pitchman image – this chapter unveils a revolutionary approach to sales, one driven by responsibility, empowerment, and genuine connection. Discover how to ditch the manipulation and embrace a journey of value creation, where helping customers takes center stage.

Key Points:

- **Own your role and responsibility:** Understand that sales are an essential part of building and sustaining your business.
- **Sell with conviction:** Believe in the value you offer and that it can genuinely improve your customers' lives.
- **Detach from the outcome:** Focus on providing valuable information and helping customers make informed decisions, regardless of the immediate sale.
- **Ask insightful questions:** Deeply understand your client's needs and tailor your approach to address their specific pain points.
- **Engage in a two-way dialogue:** Encourage questions and address concerns transparently, fostering trust and rapport.
- **Avoid pressure tactics:** Let the value you offer speak for itself, avoid forcing decisions, and respect customer autonomy.
- **Embrace digital tools:** Utilize technology to build trust, personalize experiences, and showcase your offerings in engaging ways.

This chapter challenges readers to approach sales with integrity and empowerment. By focusing on understanding customer needs, offering genuine value, and engaging in authentic interactions, readers can build trust, close deals ethically, and contribute to their long-term business success.

Part Three: The Freedom Dividend: Future-proofing Your Business and Creating a Lasting Legacy

Chapter 10: Putting People First to Unlock Business Potential

Forget the myth of the lone wolf entrepreneur. In today's dynamic business landscape, **people, not tasks, are the true engines of sustainable growth.** This chapter isn't just about building a team; it's about **crafting a high-performing powerhouse aligned with your values and mission.**

Imagine a team where cultural fit fuels collaboration, strategic hiring unlocks potential, and motivation soars. This chapter equips you with a practical framework to make it a reality. We'll delve into the secrets of attracting top

talent, fostering engagement, and unleashing the collective power of your team.

Key Points:

- **Move beyond tasks:** Discover why people are the hidden key to unlocking exponential growth.
- **Hire for more than skills:** Learn how to prioritize cultural fit and soft skills for a cohesive and driven team.
- **Embrace the "Team of Teams" approach:** Explore the power of agile, collaborative structures for enhanced efficiency.
- **Onboard like a pro:** Master the art of smooth integration and setting new hires up for success.
- **Motivate like a champion:** Uncover incentives aligned with your goals to keep your team engaged and driven.

Throughout this journey, you'll gain real-world insights from the personal anecdotes and relatable experiences. Plus, recommended resources will offer deeper dives into specific topics like hiring strategies and motivation techniques.

Chapter 11: PREPARING FOR FUTURE GROWTH WITH AN EYE ON LEADERSHIP

Imagine a leader who inspires not through fear, but through kindness and empathy. A leader who fosters a culture of trust and collaboration, where every team member feels valued and empowered to contribute. This isn't just a dream – it's the reality of modern leadership, the key to unlocking your organization's future growth and potential.

Forget the outdated image of the lone, authoritative figure. Today's successful leaders are catalysts for change, igniting a winning spirit within their teams. But how do you cultivate such leadership?

This chapter equips you with the tools and insights to become a modern leadership powerhouse.

Key Points:

- **The power of kindness and compassion:** Discover how leading with empathy fosters trust, loyalty, and a positive work environment that fuels productivity.
- **Crafting a clear mission statement:** Learn how to articulate your vision with a purposeful statement that guides and motivates your team, incorporating both economic objectives and a deeper sense of "why".
- **The art of self-assessment:** Uncover your strengths and weaknesses as a leader through reflection and feedback, paving the way for continuous improvement.
- **Developing your leadership skills:** Gain practical tips on volunteering, mentorship, coaching, and more, turning theory into action.

Bonus: You'll be inspired by personal anecdotes and a captivating case study showcasing the transformative power of effective leadership. Witness how a regional manager's initiative propelled their company towards significant growth and success.

This chapter isn't just about acquiring leadership skills; it's about building a legacy. By embracing modern leadership principles and continuous growth, you can empower your team, future-proof your business, and soar to new heights.

Chapter 12 MAXIMIZING MONEY'S POTENTIAL IN YOUR BUSINESS

Is your business stuck in a cycle of scarcity, constantly fighting for every dollar? Are you holding back from big opportunities due to fear of financial limitations? If you answered yes, then this chapter is your launching pad to a whole new world of possibilities.

Maximizing the Potential of Money in Your Business isn't just about crunching numbers; it's about breaking free from limiting beliefs and unlocking the abundance that already exists within your reach. Through

Owen's powerful story, you'll discover the dangers of scarcity thinking and how embracing an abundance mindset can fuel exponential growth. But mindset alone isn't enough. This chapter equips you with the practical tools and strategies to turn that mindset into reality.

Key Points:

- **Mastering cash flow:** Learn the secrets to healthy cash flow management, the lifeblood of any thriving business. Discover how the Profit First Model can revolutionize your financial organization and ensure you always have the resources to seize opportunities.
- **Scaling for success:** Go beyond the initial stages of business growth and explore strategies like recurring revenue, diversification, and product optimization. We'll provide actionable exercises to help you identify and implement the best scaling strategies for your unique business.
- **Mindset exercises:** Don't underestimate the power of your inner dialogue! We'll provide you with practical exercises to challenge limiting beliefs and cultivate a true abundance mindset, attracting the resources you need to thrive.

By embracing the abundance mindset, mastering your cash flow, and implementing powerful scaling strategies, you'll unlock the true potential of your business and watch your financial success soar.

Chapter 13 : GO PRO BY BUILDING SYSTEMS THAT SAVE TIME

Many leaders fall victim to the "busyness trap," sacrificing strategic thinking and growth for the illusion of productivity.

But what if there's a better way? This chapter unveils the revolutionary power of effective systems, not just quick fixes, to liberate you from the daily grind and propel you towards your true potential.

Imagine clear, documented systems that handle the repetitive tasks, freeing you to focus on the big picture. This chapter offers a practical roadmap to building your own efficient systems.

Key Points:

- **Crystal-clear documentation:** Ensure smooth operation and collaboration by outlining every step and responsibility within your system.
- **Teamwork for the win:** Involve your team in system creation and implementation to foster ownership and engagement.
- **Continuous improvement:** Regularly test, refine, and improve your systems based on feedback and results for optimal efficiency.
- **Aligning your systems for success:** Discover a clear, three-step process to connect your yearly goals with your overarching vision, ensuring every action drives progress.
- **The power of rhythm review meetings:** Conduct regular check-ins (quarterly, monthly, weekly) to stay on track, identify roadblocks, and make adjustments.
- **Technology as your ally:** Leverage automation and the right tools to streamline tasks, freeing up your time and energy for bigger thinking.

This chapter isn't just theory; it's packed with actionable steps, motivating examples, and a practical plan to get you started.

Conclusion: FINDING YOUR FREEDOM

“The journey of life isn’t just about becoming something; it’s about unbecoming what isn’t you in order to become who you were meant to be all along. As I leave you to grab your own path and carve out the American dream you deserve, one rich with freedom and overflowing with meaningful moments, I’d like to share a few final essential rules to live by. These rules extend beyond business ideals and into ways to live and love.

More than anything I’ve learned that balance is everything.

Pursue your dream, which is where freedom lies, but don't miss the point: a meaningful life lived well and lived by your business as well."

As you reach the end of this journey, I invite you to pause and consider something profound: life, and by extension, success, isn't a pre-packaged formula. It's not a race to a predetermined finish line or a trophy awarded for mimicking someone else's path.

The true measure of success lies not in external validation or material possessions, but in the richness of your experiences, the depth of your connections, and the evolution of your being. This transformative journey you've embarked on within these pages wasn't merely about business strategies or profit margins; it was about discovering the guiding principles that shape a meaningful life.

ABOUT THE AUTHOR: