

"The reason I'm able to help small business owners is not because of my degrees or years of teaching. It's because I've also stared out the window on a Thursday evening, wondering how in the world I was going to make payroll the next day."

—DAVID SHEPHERD

**Finally, get what you want most from *your* business
—permanent wealth and more time to enjoy it.**

Shepherd's celebrated less-is-more approach permanently links what's most profitable for your business with what's pleasurable for you. No more sacrificing one at the expense of the other. And it works! Here, in one unified system, Shepherd boils down the best of the best—8 critical steps that represent decades of research and real world testing with thousands of entrepreneurs. *Your Business or Your Life* is an indispensable guide for the owner or manager of any small business.

You'll learn how to:

- Run your business to create the lifestyle you want
- Choose the most profitable and pleasurable ways to spend time on your business
- Choose "ideal customers" for your business and groom them for the greatest mutual gain
- Increase cash flow by making simple shifts in your pricing strategy
—with zero additional effort
- Secure your long-term success by creating relationships your customers can't walk away from
- Easily monitor daily, monthly and yearly progress toward business *and* personal goals
- Calculate how much money you'll need to make work optional

Includes "photo mapping," a powerful and proven goal setting technique.

"Combine Tony Robbins and Tom Peters, and you start to understand David Shepherd's impact on the small business owner."

—BILL BRANSON, Owner
The Branson Group, Phoenix, AZ

"Thank you! The changes are mind blowing. I learned so much."

—VAL LENINGTON, Owner
Ultimate Ventures, Inc., Dallas, Texas

**Designed to help you start quickly and keep moving,
all within a comfortable 8-week timeframe.**



DAVID SHEPHERD, MBA, consultant and workshop leader to thousands of small business owners, is himself the founder and manager of four successful small businesses. A small business expert at the University of Texas at Austin, he has taught one of the nation's largest courses on entrepreneurship. A powerful speaker, Shepherd has presented workshops in every major U.S. city. Find out more at www.8steps.net.

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shepherd
your business or your life

*based on the nation's leading workshop for
small business owners, managers and entrepreneurs*

**your
business**

**or your
life**

**8 steps for getting all
you want out of BOTH**

David Shepherd, MBA

