



GURUGILBERT

BODY OF WORK

By Adam Gilbert

Do you want to be a rock star?

Actually, these days, being an entrepreneur is hotter than being a rock star.



Adam Gilbert

So, how do you transform yourself into that entrepreneur most people only dream about becoming? You need to recognize an opportunity to help someone. No one

“sells products or services” anymore. It’s all about providing solutions for people and helping them get what they want.

The more you help people to get what they want, the closer you are to rock star status. Let’s break it down.

It is day one of college and you are itching to start a business.

IT BEGINS:

You instantly recognize an opportunity to help the local businesses connect with students.

(Local businesses are more fun to deal with than franchises and national chains, because the big companies are too big to make many changes.)

GET READY:

You have to prove yourself. How badly do you want to start this business?

Convey that to the owner. Your passion will be your most endearing quality. And passion, well, it’s totally contagious.

The small business owner is now going to look at you like you have three heads. Good. Here is your opportunity.

THE SELL:

Offer the owner a risk free opportunity to promote her business.

Tell her that you are only going to make money when she makes money! Now, she’ll listen to you.

THE PRODUCT:

You are going to come up with a clever discount (one that doesn’t cost the restaurant a lot of money to give up, i.e., a bagel with cream cheese with a purchase of \$5 or more, free garlic knots with purchase of a large pie, etc.,) and create a coupon (8.5 by 11 paper – make quarter sheets so you have 4 per page).

Make sure the restaurant name is very visible, as well as the telephone number and offer.

CLIENT APPROVAL:

You are then going to show the coupon to the owner. You have to be really enthusiastic about this. This is your opportunity to become that rock star.

Now you are going to ask the owner for only \$1 for each coupon redeemed. You must keep emphasizing that she is only paying you when she acquires a customer. It’s a win for the business, it’s a win for you (you are about to make some nice coin) and a win for the students (they are going to save money).

HIT THE STREET!

You are going to distribute the coupons all over campus. In lecture halls, bathrooms, dorm rooms, dining halls, hubs, and any and every place where there are large concentrations of students, you are passing out coupons.

You are going to become known as the coupon kid. Stick with me. You are on your way to stardom! Plus, you will earn anywhere from \$200 - \$300 every single time you distribute coupons for about 4-6 hours of work.

AMP IT UP!

I know, I know. You want more. After doing this several times for your favorite local business and establishing a great relationship, you go to another local business and tell the owner how amazing her competitor is doing!

Boom! That's two clients. Now, you are making \$400 - \$600 every single time you distribute coupons for the same 4-6 hours of work.

At this time, your reputation as the coupon kid is really sticking and your dream is really becoming a reality.

Because you are a business person, you know it's time to grow again. You are going to persistently go to 25 other local businesses and tell them what you've been doing.

HERE YOU GROW AGAIN!

You have proven yourself to two business owners! Now, you can demand money

upfront. Ask for \$50-\$100 per client per month. You never want to be too greedy.

Boom! Now you have 15.

YOU OFFICIALLY ROCK!

You can either make a coupon book or learn how to make a simple but very navigable Web site. (I'd choose the latter because you'll save on printing and be able to... you guessed it... help more people!)

Now, you're back to the basics. You are only distributing one coupon, but this time, it's your business name. (Your school name or mascot/coupons.com always works).

Congrats! You now have a business that is making you \$750 - \$1500 per month, while it is saving students money and promoting the growth of local businesses.

Hey, to become a world famous rock star, you first need to rock the local scene!

*Adam Gilbert, a serial entrepreneur, did exactly what he just spelled out for you. A graduate from Binghamton University's School of Management, he created **Bingcoupons.com** with just \$10. This generated over \$1500 per month for him. He now helps people realize their body's full potential (**MyBodyTutor.com**). He believes (no, he knows) that when people realize their body's full potential they are way more likely to realize their overall potential! He also writes a popular entrepreneurial blog, **GuruGilbert.com**.*