



by Adam Gilbert

One of the cool things about writing an entrepreneurial blog and a column for *Millionaire Blueprints Teen* is that I get to meet a lot of ambitious young entrepreneurs from around the country. I get e-mails with business plans all the time.

I always get things like this:

"Well, I figure once I have 10,000 users we will begin to make money." Or, "Once my site is getting a ton of traffic, we'll have to hire people just to count our money."

This isn't a great business to start. What if you never get to where you want to be? Your business has to work when it's small in order to survive when it gets big.

If your product or your service is going to be nothing but trouble until it reaches your ideal user base, I think it's better to do

something else. The way to go is to create something that is unique and likely to make customers happy long before you get to your ideal user base. Every business I have ever started, worked even when I had only one customer. This past year has been absolutely amazing. I came up with a totally unique concept based on my personal experience, needs, lifelong passion and by recognizing a huge problem. I was able to create a real business out of nothing, when I rolled out **www.MyBodyTutor.com**.

I learned a lot and constantly tested and improved upon my service. I wish I could say I planned for my business to be the way it is right now but, I can't. No one can do that. It evolved immensely. Within three months, I became fully convinced that I had created what can — and hopefully will — be a huge company that helps millions of people.

The most important thing is that my program works right now. I don't need 100,000

members in order for it to work. I witness my company's success everyday. I have helped countless people change their lives.

For me, the best way to grow a sustainable business is starting small, making some money, getting a little bigger and repeating. Big companies like iTunes, eBay, Google and Microsoft are all rare businesses. Their best asset is that everyone wants to use the system that everyone else is using.

HERE ARE SOME ACTION POINTS FOR YOU TO ACT ON RIGHT NOW!

(Crawling not necessary.)

- X Find something you like doing or know a lot about.
- X Learn how to turn what you like doing or know a lot about into a product or service that can help people.
- X Create what's called your USP (Unique Selling Proposition). This is what makes your product or service different from whatever else is out there
For example, Domino's pizza built a billion-dollar business on one simple fact. The fact that they will deliver pizza to your door in 30 minutes or less, if not, it's free.
- X Figure out who the people are that you will be helping, i.e., students, professors, doctors, accountants, etc.
- X Figure out what publications — online and off — the people that you will be helping, read and find out where they hang out.
- X Start advertising where these people hang out online and off.
- X Test, test, test and test some more.
- X Spend more money on what's working and less money on what's not working

Follow these steps and the sky is the limit. Boom, baby. You're now up and walking!

Adam Gilbert, a serial entrepreneur, is the Founder and Chief Body Tutor of **MyBodyTutor.com**, a company designed to help people stop making excuses when it comes to health and fitness, by providing daily and personal accountability like no other company in the world. Gilbert has been featured in *U.S. News & World Report*, *Conde Nast Publications*, *Shape Magazine*, *Newsday*, *Press & Sun Bulletin*, *Binghamton Alumni Journal* and *Inside BU*.

For more information about his company visit **MyBodyTutor.com** or Gilbert's popular blog at **GuruGilbert.com**.