



FROM

IDEA

TO

REALITY

AN ENTREPRENEUR'S GUIDE TO
MEANINGFUL BUSINESS GROWTH

JEAN PAUL PAULYNICE, MBA

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PAULYNICE CONSULTING GROUP

Your Success Is Our Business!

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DEDICATED TO EVERYONE
LOOKING TO BUILD A
BUSINESS FUELED BY
PURPOSE AND PASSION.

MAY YOU LIVE WITH
COURAGE, ALWAYS!

ACKNOWLEDGMENT

I want to thank my loving and supportive wife, Bency, and my two beautiful daughters, Saïdah and Elyse, who provide unending inspiration. This book is for you. For all your many talents and the endless love and laughter we share. It's when I'm with you that I am blissful.

I also dedicate this to my grandfather, Andre, who raised and shaped me to become the successful man I am today and whose eternal love and guidance are with me in whatever I pursue. Grandpa Andre, you are my ultimate role model.

CHAPTER ONE

THE ESSENTIALS OF BUILDING A BUSINESS

This cannot be the year of talking, of wishing, of wanting. This has to be the year you get it done!

- Eric Thomas,
Motivational Speaker,
Author, and Minister

Building a business is one of the most exciting journeys upon which you will ever embark. As a business leader, you will encounter a continual succession of adventures. There will be moments of learning, failing, moving forward, and upward. Even when times are challenging, keep in mind that you will eventually succeed beyond your wildest imagination. *Why*, you ask? How do I know? Because you are fueled by your never-ending, limitless passion and purpose, the secret to success.

Ask any entrepreneur, including myself, the amount of time, effort, and energy that go into all of the different aspects of creating a business, and they will tell you, it is astonishing.

When you think you know everything, you will find there is still more to learn. Don't be concerned. If you are passionate enough and have a clear vision of what your success will look like, you will find the energy and enthusiasm to learn everything you need to know along the way.

With enough passion and purpose, you will be unstoppable, and the essentials of building a business won't overwhelm you.

As a successful entrepreneur, I found that my passion and purpose have served me well. As a prosperous entrepreneur, I know for a fact that *it is the only way you can be*. Passion is what fires you up along the way, and your purpose sustains you through anything.

The only wish I have is that someone would have created this book for me when I was starting. There is so much to learn about building and growing a successful business. You need to understand funding, networking, creating new products, implementing strategy, launching viral marketing campaigns, the ins and outs of public relations, and yes, building branding strategies as well. Moreover, this is just the beginning.

What I'm delivering to you here is a guide to give you clarity, focus, and an amazing action plan for growth. I have drawn from everything I know and also best practices from business leaders around the world. The information has been organized into a convenient workbook to help you operate and market your business successfully.

The only thing you need to bring to the table is your passion, your purpose, and a willingness to learn.

You will learn several things in the workbook. First, some of

the best tips, advice, and recommendations I give my clients. Secondly, you will be taught practical ways to structure your business for growth and how to market your products and services daily. Thirdly, you will receive access to my growing community of smart, ambitious, and inspiring entrepreneurs.

Warning! You will get your hands dirty with this workbook. It is made specifically for you, and no two people will use it the same way. It goes deep and wide and will get you thinking about all the different aspects of your business and yourself. It takes you from A-Z in business and includes everything you could imagine and much that you might never have thought about until now. For example, you will learn how to craft the ultimate customer and client promotions, along with how to develop unique incentives to help you launch competitive sales strategies, and exciting and new ways to collaborate with other entrepreneurs. Finally, my favorite topic, how to share your authentic and original story with the world.

There are many business books out there for small and large business owners. Why another one, you may ask? Why is this book special? Well, after working with many entrepreneurs and business leaders, I have noticed an unfortunate bias that holds many people back from succeeding. You see, there are many essential aspects involved with the start of every business, but most entrepreneurs only focus on opening doors and building revenue. They lack the necessary strategy and forget (or don't know how) to be thoughtful about designing a successful brand that will grow into a sustainable company.

Whether you already have a business or you're just beginning to start one, this workbook was developed to help

you take it to the next level and *beyond*.

The workbook is written from my professional experience with many ambitious and intelligent people who are based not behind a desk at a university, but in the real world. They are creating exciting businesses just like yours, and they are fired up with passion, just like you. I am not saying that formal education doesn't matter. I, myself, have an MBA. My point is, this workbook will help you fast track your way to success with the essentials you previously might have only learned from an additional four years of schooling.

This workbook is for anyone starting any business, from women and men who are teaching students the peaceful power of yoga and meditation, to those launching new tech startups that are disrupting the way we live, work and play; this book is created for you. It's equal parts motivational and instructional and meant for anyone launching their dream idea.

Whether you are designing dream homes or websites, making beats for Hollywood soundtracks, or just getting your training or life coaching certification, this business advice and process will help you.

You will gain an organizational structure and customized marketing plan for any business. Perhaps you fancy yourself a spiritual healer and want to open a spa, or maybe you have a non-profit helping the underserved become leaders in their field, or you could be empowering women through teaching self-care. It doesn't matter what you are creating, the same business and marketing rules apply.

I have held nothing back because I want you to succeed.

When used correctly, this workbook will help you create momentum, make an impact, and deliver huge value to your audience.

It's all in here, **From Idea to Reality— An Entrepreneur's Guide to Meaningful Business Growth**. This proven strategy is a step-by-step guide that provides everything you need to create a brand that prospers.

So, what are the essentials of building a business? We just went over the first two key ingredients - passion and purpose. What else is there? The essentials include branding, identifying your target markets, learning about industry trends, performing competitive analysis, and a promotional pricing strategy, along with understanding your strengths, weaknesses, obstacles, and threats.

The essentials also include creating a five-star customer or client experience, developing an actionable, integrated marketing plan, sharing your story on appropriate social media platforms, optimizing your cash flow and finances, and understanding how to measure your success.

Yes, there are many moving parts to running a business, but you need not get overwhelmed. Rome was not built in a day. If you have a strong mindset and you plan for tomorrow, if you work smart and not hard, and look for expert guidance while collaborating with intelligent and creative people, you will succeed.

CHAPTER TWO

IT STARTS WITH PASSION AND PURPOSE

You have to have a lot of passion for what you are doing because it is so hard. . . If you don't, any rational person would give it up.

- Steve Jobs,
CEO & Co-Founder of Apple

Leaders are people who make things happen, and people who make things happen are filled with passion and purpose. Passion and purpose are the building blocks of a solid foundation of success. They go hand-in-hand with building a dream business.

Your passion and purpose are crucial to your growth; and without this *fire*, you probably wouldn't have gotten this far. Your purpose is like your road map or your navigation system; your passion is the high-octane fuel you need to be successful.

If you are like most entrepreneurs, you are so excited and can't wait to get started, and your head is spinning with many,

many business and marketing questions. This workbook will help you answer all of your questions and help you identify your audience and learn how to market your products and services to them.

It will act as your business coach, your mentor, and help you answer questions about what to do with advertising, if you need a sales assistant, and how to identify opportunities in the market.

The answers to these questions will point you in the right direction, so you can use your passion and purpose to drive your business to the next level.

Your passion and purpose are critical to your success. These attributes are what will help keep you going as you climb the ladder to the top.

A lot of aspiring entrepreneurs do not have a passion for their businesses. They do not even have a passion for making money. They like the idea of success. This attitude is how companies fail.

When I see people who excel in their career or life, I notice that they have a strong passion for what they do. That passion and their purpose make a world of difference.

We have all been around people who have talent and skills but lack the passion for what they do. They might have a top-notch education and all the right strengths to excel, the knowledge, and the experience as well. Yes, they are also excessively equipped to handle their job, but the one difference is they have no interest, and they are disengaged at work. Their heart is not in it.

Now, a few questions for you, to determine just how

**Thank you for downloading the first
two chapters of “From Idea to Reality”.**

It is my dream to inspire and help those who might feel frustrated, restricted, and doubtful that they can get started. From Idea to Reality imparts a sense of freedom and hope for you and an inspiring message that Yes you can succeed with the right steps.

You can also purchase the entire book on Amazon.

I am very interested in learning more about what you are creating in your life.

Please let me know what you think by sending me an email or reaching out on **Facebook** or **Instagram**.

All the Best,
Jean Paul Paulynice



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