

Self-employment is a rewarding and potentially lucrative endeavor. But most business people overlook the massive benefits that accrue to:

- The people they serve
- The companies that support their business
- Their local community
- The national economy
- And even the world

Small business is the foundation of every prosperous economy in the world. It not only serves as the engine of employment and growth for local communities, it is the ultimate vehicle for personal fulfillment, financial prosperity, and outside contribution. If you are self-employed—meaning that you are responsible for creating your own income as either a business owner, independent contractor, salesperson, or commissioned employee—then you are an important part of this business engine.

The Spider Man franchise is fond of reminding us that "With great power comes great responsibility." As a self-employed business person, you are already the beneficiary of many wonderful advantages like time flexibility, the satisfaction of knowing that you are rewarded in direct relation to the value that you create, and the ability to pursue whatever inspired action your creative mind can envision. But you also face the daily reality of self-motivation and battle the demons of procrastination and distraction.

Beyond your personal success, however, there is a greater responsibility to the people you serve, for whom the ethical delivery of your products or services can represent an important contribution to their lives and lifestyles. These people need what you offer and if you truly deliver on your highest-level promise, then they will be ill-served if you are unable to influence them to take the action that's in their own best interests.

You have a further obligation to your community as well, whether that community is local or geographically undefined. The vendors who support you, the people you hire for your team, and the other businesses you patronize, are all beneficiaries of your success.

We believe that your business plays such an important role in the success and happiness of others that it's not just your right, but your *duty* to be wildly successful. Here's why:

Your business, small or large, is an important cog in a very complex machine that is linked to the entire world economy and creates opportunities for your employees, your vendors, your clientele, and even people in other parts of the world who benefit from your success. The ethical pursuit of your personal fulfillment and financial prosperity energizes the global community and empowers countless others to achieve their dreams as well.

So while you're following your personal pathway to success, remember that you have a greater (and more rewarding) responsibility to the lives and lifestyles of others that should inspire you to even greater levels of passion and accomplishment.

When you have what we call "a commitment to serve," you unleash your true potential and transform your efforts from a mundane pursuit to a global imperative. Success—however you define it—will follow.

John Kennedy famously said "Ask not what your country can do for you; ask what you can do for your country." The answer to that question is crystal clear: the best thing for you to do for your country, your fellow citizens, and the world, is to be as successful as you can possibly be.

We're not talking about the "Greed is good" approach espoused by Gordon Gekko in the movie *Wall Street* or the objectivist philosophy of author Ayn Rand, both of which are founded on the principle that if you just take care of Number One, then everything else will work itself out. We're talking instead about turning that idea around and focusing on ethical, customer-driven, passionately delivered contribution that will in turn lead to unprecedented levels of abundance for everyone involved.

Since your outcome is directly correlated to the value you create for the people you serve, personal prosperity is simply a consequence of devoting your career to the service of others.

Inspirational speaker Zig Ziglar advised, "You can have everything in life you want if you help enough other people get what they want."

Billionaire philosopher Warren Buffet said, "Someone's sitting in the shade today because somebody else planted a tree a long time ago."

You are the Johnny Appleseed of your time. The seeds you plant in your business today will not only bear fruit for you, they will create shade for others on their journey through life.

Your commitment to serve will lead to a better return on people's investment of time, energy, and money—especially if your offerings are delivered with passion and caring. That means that the people you serve will not only satisfy their need for what you provide, but they will be happier and more fulfilled as a result of saying "Yes" to your recommendations.

An inevitable outcome is that your exceptional treatment of your clientele will empower them to go out in the world and share a little more joy than they would otherwise be inclined to share.

The value you provide to the public will give them a greater ability to invest in lifestyle enhancements, which will add to their quality of life and further fuel the global economy.

But perhaps the greatest contribution you can make to the people you serve is the example you provide. Your inspired work will motivate others to pursue their highest passion and will raise the bar for other companies seeking to emulate your success.

Are you starting to see how vitally important your work is to the world? Doesn't this perspective add context and depth to what you may have previously thought of as "just doing your job?"

**You don't have to be in the health field to make people feel better. You don't have to be a money manager to create financial benefits. And you don't have to be a major employer to have a lasting effect on the economy.**

**By being the best option for the people you serve, you have done your part. Like the pebble hitting the water, the impact of your contribution will radiate to a larger and larger circle of influence. This is a bigger vision than most small business owners have ever considered, and embracing it as a force for good is a truly revolutionary concept.**

**Here's another way to look at it: if you are an ethical, contribution-focused business person, then you are also more likely to be inclined to help others outside of your business. In other words, your financial success will give you the ability to make philanthropic contributions that could lead to any number of incredible outcomes—including saving lives.**

**And if you also take responsibility for the impact your business has on the world—perhaps with more sustainable practices or conscientious awareness of the supply chain—then you will necessarily create benefits that will accrue to the environment and to people you've never even met. By choosing you, then, the public will automatically save the world from the lower-level outcomes of doing business with your less-enlightened competitors.**

**Every person who is gainfully employed plays a part in the process, but as a small business owner you are leveraging your contribution so that you contribute much more than your share. You are truly changing the world for the better.**

**But before one benefit can accrue to you or all the other beneficiaries of your efforts, you must optimize your business model and embrace your commitment to serve. To accomplish this, you may have to change your approach, increase your knowledge, reimagine your business, or even reinvent yourself into the new possibilities that await you.**

It's all very exciting, but it requires focus and determination and something else that you may not have considered: in order to deliver on the highest-level promise of your business, you must learn to powerfully influence the minds of your public to take action that's in their own best interests.

This is a process we call Mindfluence<sup>®</sup>, and it's the foundation of a revolution in small business. The revolution continues down a path that leads to a startling conclusion:

If you are interested in being an agent of good, or creating a legacy of contribution, or even just giving people a superior option for the services that you provide, then you don't just have the *right*, you have the *obligation* to influence them to accept your recommendations and favor you with their business.

That's a substantial shift of perspective from the "take it or leave it" school of business!

The Mindfluence<sup>®</sup> Revolution begins with the premise that you are on board with the idea of focusing on the creation of value for others and that you are not averse to creating wealth for yourself in the process. When you deliver extraordinary experiences that transcend the expectations of the people you serve, then you have changed the world for the better and you have made an impact that will send ripples of benefits through your community, your nation, and the world.

Mastering the ability to influence people requires a willingness to be open to new ideas, a passion for excellence, and a commitment to whatever ethical actions will lead to success as you define it—as long as it doesn't compromise your core values or your quality of life.

When you join the Mindfluence<sup>®</sup> Revolution, you will become a provider of excellence, a natural accumulator of wealth, and a dedicated follower of passion—your passion. Every action you take will lead to overwhelmingly positive benefits for you, the people you serve, your community, your country, and your world. This win-win-win-win-win outcome will become a natural consequence of the way you have chosen to do business.

**You will share the gift of your message with other business owners who will then be inspired to follow your lead, becoming a dynamic part of your legacy contribution through their support of your mission and their mirroring of your philosophy.**

**So how can you join the Mindfluence® Revolution? Simply read the pledge below, commit to the principles we espouse in this manifesto, and agree to embrace the mindsets required to be an passionate revolutionary.**

**Then send an e-mail to [team@MindfluenceRevolution.com](mailto:team@MindfluenceRevolution.com) that says "I want to join the revolution" (or "Viva la revolución!" if you're feeling dramatic) and in recognition of your commitment, we will send you a surprise gift that will help you get started. (Let's just say that it will probably be more awesome than you expect.)**

**The Mindfluence® Revolution begins with your inspired action, so what are you waiting for? Read the pledge below and get started!**



# The Mindfluence Manifesto Pledge

Join the revolution...

As an independent business person, I pledge to honor and internalize the principles in the Mindfluence® Manifesto, namely:

- The ethical pursuit of my personal fulfillment and financial prosperity enriches the global community and empowers countless others to achieve their dreams.
- By embracing "a commitment to serve," I unleash my full human potential, fulfill my personal definition of success, and create a legacy of contribution.
- My dedication to excellence in business will inspire others to pursue their highest passion and will raise the bar for other companies seeking to emulate my success.
- My exceptional treatment of the people I encounter in my business will empower them to lead better lives and share more joy with others.
- Because I am committed to being an agent of good and providing a superior option for the people I serve, then I don't just have the right, but the *obligation* to ethically influence them to favor me with their business.
- In order to influence people at the highest level, I pledge to remain open to new ideas and to commit to whatever ethical actions will lead to success as I define it—as long as it doesn't compromise my core values or my quality of life.
- I further commit to help other business people realize the power of their potential for prosperity and global contribution.

I hereby pledge to uphold the principles of The Mindfluence® Manifesto and join the revolution that's changing the way people think of small business.

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