

Snapshot

Brad Sugars, Action International Business Coaching

Who is Brad Sugars?

Brad Sugars has either owned or been involved in about 30 different businesses, including magazine publishing, pizza manufacturing and dog food. Action International operates in 19 countries and has business coaches in 700 offices.

When did your family first realise that you had entrepreneurial flair?

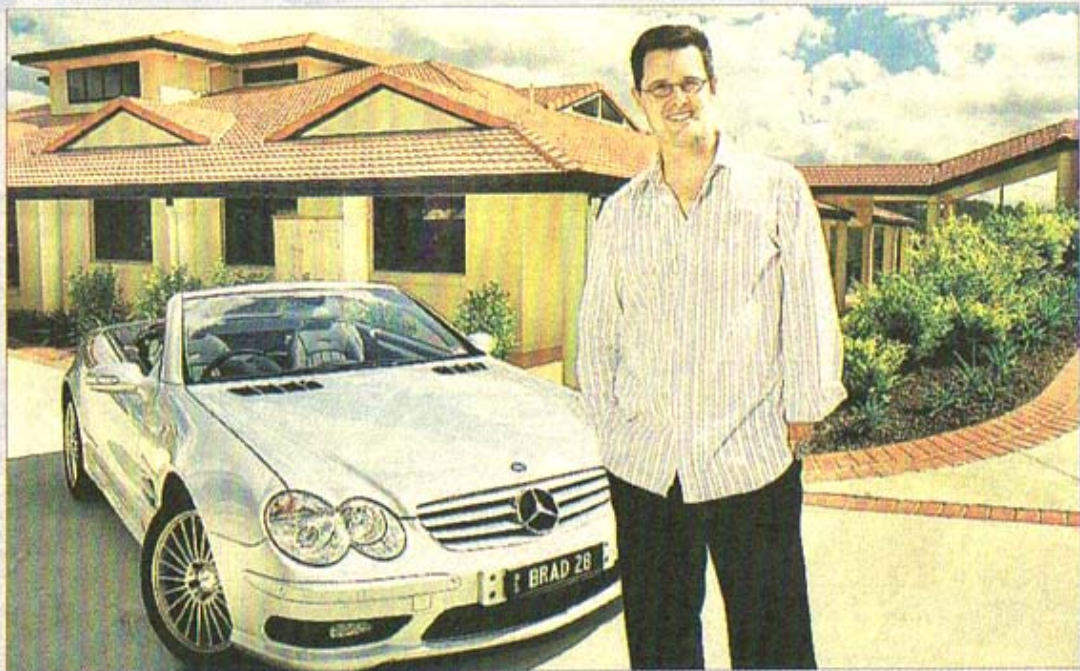
When I was seven, my dad caught me selling my Christmas presents to my brothers, so I guess he knew around about then that I was going to be different. By the time I was eight-years-old, I had worked out that you shouldn't sell anything that you can rent — that way you get to keep the present and also get paid over and over again.

Why did you start Action International?

In 1993, after consulting with one of our local promoters, I was asked by Robert Kiyosaki to teach marketing at his business school for entrepreneurs in Hawaii. From this I discovered a love of teaching and went on to build my own seminar company teaching business courses. We wanted to continue our overseas expansion and found that we needed to overcome distance, language and cultural differences; the answer was franchising.

What holds people back from becoming successful?

Fear, lack of desire and lack of knowledge. Most often, people have no big reason to be a success, only a big reason to stay safe. What sets successful entrepreneurs apart is that they feel the fear, and do it anyway. Business can be a scary world to be playing in and there were lots of times when I wanted to give up. The fact that you just have



to keep going gets you through. For me, there's no allowing myself to throw in the towel, it's just not who I am.

What are your top tips for becoming a great entrepreneur?

YOUR jobs should be an apprenticeship for having your own business. You should endeavour to learn as much as you can from each job that you undertake in order to fuel the knowledge that you can use

in your own business.

KNOWLEDGE growth equals profit growth. The more you invest in yourself and in seminars, books, tapes and CDs, the more you will know about producing positive cashflow in your business.

YOU must have a good business coach. When you have the advice of people who have already made the mistakes and proven successful, then you have a blueprint to help you avoid those mistakes.

DO the work once and get paid for it forever; that's leverage.

WORK harder than anyone else you know, do more, be more and make bigger opportunities for yourself. Bite off more than you can chew and chew like crazy.

TEST and measure everything. You cannot manage what you do not measure.

This is an extract from the just released *Secrets of Male Entrepreneurs Exposed!* by Dale Beaumont, Dream Express, rrp. \$32.95.