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The Best Business to Be In Now

By **Robert Imbriale**, *'The Motivational Marketer'*

One question that comes up again and again for many of my coaching clients is the question of what business they should be in, especially now when our economy is less than perfect.

The answer I give my clients may surprise you because it's different than the answer you might otherwise expect.

I assure you, what I'm about to share with you is NOT an "off-the-cuff" answer just to fill time. It's based on my work with many thousands of business owners over the course of my career in every imaginable industry.

The answer differs for every single person I work with. The right answer for you may or may not be the right answer for another business owner.

In fact, one of the biggest mistakes I see in the coaching field today is that many coaches, when posed with this question will tend to steer their clients into the direction the coach is either the most familiar with, or the one they have a vested interest in.

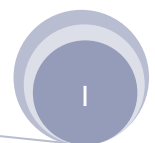
What I've found over the years is that I don't have to even know about the industry my client would like to pursue, all I really need to be is the person who gives them permission to move forward in whichever direction they choose to go, with no strings attached on my part.

So where do I steer my clients? And does it matter what shape the economy is in?

As I said, I take a very different approach to this than do most coaches. I steer my clients in the direction of their heart. Now, I know that sounds "off-base," but hear me out before you judge my motives.

I've looked long and hard at some of the most successful people of our time. I've studied their stories, and I've gotten to know some of them personally, and I've even coached some of them.

I've asked the questions most interviewers would never think to ask, so I've gotten answers most other people would never get.



I understand that my clients are coming to me because they want to be wealthy. They are not interested in simply making a few extra dollars each month.

These are serious people looking to make serious money doing something that they will give them the greatest shot at success.

I could give them any number of things to do to keep them busy, and many other coaches might just do that, not thinking once about what's best for the client.

Success: It's Starts with the Heart

So where I start is by having my clients look into their hearts to discover the 6 key emotional needs we all have and how they play out in their own lives. I get most of the information I need within 15 minutes, with no fancy questionnaires, tests, or quizzes. I simply ask questions and listen to the emotion surrounding the answers my clients give me.

Armed with that information, I can then help my clients pick the correct, and most appropriate, and ultimately the most profitable business for them to be in, regardless of the state of the economy!

So what did I just share with you? The foundation of what creates multi-millionaires, and multi-billionaires. If you missed it, go back and re-read the previous 2 paragraphs because I've just given you the foundation of my coaching and the foundation that creates the world's most successful business owners.

I guess you were expecting something more complex, flashier, and more sophisticated? I was too. And honestly, I started out in coaching back in 1995 playing with all the latest and greatest tools of the day. The results I was getting with my clients were dismal.

I had clients drop out my coaching programs, and those that stayed really never got very far. But I had all the forms, the quizzes, the endless questionnaires and evaluations, and I used them!

But they all fell far short of what I use today, which you already have, but have likely not yet been trained to use. I call it intuition, some call it a "gut feeling" and still others will laugh when they hear any of this talk and dismiss it as "nonsense."

Over the years, I've honed my intuitive skills to the point where in just a few minutes I can coach a client at levels that would take other coaches months or even years to get to.

I know very quickly where a client needs to look to find the perfect business for them. I know what they need to do, step-by-step to **create an unbelievably successful business** for themselves. And I also know how to steer them AWAY from businesses that could end up getting them nowhere.

So what's the best business to be in right now?

That's simple. It's the business that you most want to be in, the one that gives you everything you want, emotionally, and it's the one that you have a hard time even thinking about as being "work."

You've got to find the one business that makes you so incredibly happy that you'd do it even if you didn't get paid! You'd do it even if you're tired, sick, or even broke!

Consider this; any business you start or build is going to require that you put in a fair amount of effort to get it up and running. It may require that you get up early and stay up late day after day for years.

This would never be a problem for you if you were doing something that was truly, honestly, emotionally stimulating, fun, and that you have a hard time seeing it as work under any condition.

When you do this, what you find is that it's easy to get up and get to work each day, you're attitude is positive, you're excited about what you're building, and that energy actually attracts new customers to you regularly.

This one foundational strategy is the one that you **MUST** follow if you're going to achieve the kind of success that you really, really want from your business.

What Do I REALLY Do?

Take a deep breath. Relax. Think about some of the things that you truly enjoy enjoying in your life. What would you do if you could do it every day, all day, for the rest of your life?

Here's why most people can't answer these questions. They go through life with the false belief that only certain kinds of businesses in certain industries are profitable. Yet, when I look at all the business owners I've coached over the years, what's abundantly clear to me is that you can make millions in any business, in any industry, and in any economy.

So forget about what the other guy is doing. Stop buying programs that show you how to do things you don't even enjoy, and instead give yourself permission to dream.

Dream about creating that business that allows you to play all the time, to be with people who are fun to be around, and that gives you the lifestyle you've always dreamed possible.

You see, you can have it all. You don't ever need to compromise your values and desires to become wealthy.

In my own business, I get to pick and choose who I work with. If a person comes my way and I don't enjoy spending time with them, I don't have any obligation to work with them. So my business is built around great clients who are fun to work with, and who could well be close personal friends of mine.

I fill my coaching practice with people who are eager to succeed, who are hungry for a better way to live, and who are not afraid of taking action in their quest for success.

So what I end up with is a business that's fun because I absolutely LOVE coaching business owners, and I get to work with **ONLY** those people who I enjoy spending time with.

This is no accident. I started my business back in 1999 with one central idea: whatever I did, I had to be having fun doing it, or I wouldn't do it. And I've been able to stay **very consistent** with that initial desire, and it's been almost a decade!

Every business owner I work with shares this vision and they are eager to find more new and creative ways to reach more customers so their businesses continue to grow year after year.

Honestly, it makes no difference to me what business you want to be in. It makes no difference to me what industry you choose to participate in and it makes no difference to me whether or not you even have any previous experience.

The key is that when you're doing what you really, truly, honestly love to do, you'll work harder, learn faster, and rise to the top of the industry faster than anybody else.

This is why I spend so much time answering the question of what type of business is best for my clients. I want them to succeed, and putting them into a business or an industry where they are not happy is a recipe for failure.

Tune Out the Hype!

One thing you must do in order to be in the right business now is tune out the non-stop hype. Yes, there are people making great money doing all kinds of things. One 17-year old girl is making millions designing backgrounds for MySpace users. But is that a business model YOU should follow? Do you even know how to use graphic design software?

And yes, there are people making thousands of dollars each month with Google's AdSense program, but they spend hours each day designing and optimizing content, and pouring over spreadsheets. If you can see yourself doing that kind of detail-heavy, number-crunching, that might be a fit for you.

Over the course of my career, I've been to hundreds of seminars, presentations, web casts, teleseminars, and sales presentations. I've seen all kinds of business models being offered and sold. What I almost never see are people who buy these programs making any money with them.

While the programs may be fine, they are often terribly mismatched to the person that's buying them. They end up taking up space on shelf someplace and become what I like to call "Shelf-Help."

If only the buyers of these programs would ask the simple question, "Is this the kind of thing that I would truly enjoy doing day and night for the next 30 years?"

Most often the answer would be a resounding "NO!"

The fact is that most people know what they'd like to do. They know what they enjoy, and they know what makes them smile. But they are often swayed by the hype and the get caught up in the heat of the moment and end up buying into programs that will never be used, no matter how good they might be.

I've seen many examples of this in my career. I've also rarely seen anybody making any kind of serious money when they go this route. This is why in my work with my clients, I help them discover what really drives them, and then we build a business model to support their chosen direction.

When I approach it from this angle, what often happens is that a person will typically jump right in and within just a few weeks, they will be well on their way to building a successful business.

They might have their web site built and already be working on their first product or service offerings.

So if you're looking for the secret to creating a massively successful business, stop looking at what everybody else is doing and start putting your focus and attention on what you want to build for yourself.

Forget about the competition. Forget about how much money it will take to build your business. Forget about how you're going to market your business.

Think only in terms of what it is you want to create and instead think about ways you can get what you want. Obstacles to your success are there to help you find creative solutions; they are not reasons to stop moving forward.

Do this, and within a very short period of time you're going to find yourself at the helm of a business that's entirely yours, doing what you love to do, and making the kind of money that will easily afford you the lifestyle of your dreams.

I know you've got it in you because we all do. It just takes a bit of courage and maybe a little coaching to get you on the right track.

Be outstanding!

A handwritten signature in black ink, appearing to read 'Rob Imbriale', followed by a long horizontal line extending to the right.

Robert Imbriale

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About the Author

Robert Imbriale has been a professional business coach since 1995. During that time he has personally coached thousands of business owners involved in every imaginable business. He's coached celebrities, industry leaders, and successful entrepreneurs. In 2007 his book, **Motivational Marketing** rocketed to the top of the best-seller lists the day it was released.



Robert is a powerful speaker, a wealth of information, and a trusted and life-changing coach who brings many skills to his clients in order to help them overcome most any challenge they face in building the business of their dreams.

To learn more about Robert and his work, please visit <http://www.RobertImbriale.com>

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Resources

1- The Motivational Marketing Show with Robert Imbriale

Each week, you can join in a live broadcast of the Motivational Marketing Show with your host, Robert Imbriale. Discover new and innovative ways to build your business using the latest and greatest marketing strategies. Go to: <http://www.BlogTalkRadio.com/motivation>

2- **Motivational Marketing: How to Effectively Motivate Your Prospects to Buy Now, Buy More, and Tell Their Friends Too!**

Every businessperson, sales professional, advertising copywriter should be endlessly exploring this question. Sadly, few do. Instead, most stay stubbornly focused on the question of: how can we make them buy our 'thing'? And, sadly, most training remains focused on selling. We are all better served pondering the psychology of the buyer rather than the techniques and tactics of selling. That's what Robert Imbriale has done in Motivational Marketing. This book is a valuable exercise in being about the customer."

—From the Foreword by bestselling author **Dan S. Kennedy**

Robert's best-selling book, **Motivational Marketing** is a must-have book for any business owner looking to dramatically increase response to their marketing efforts. Get your copy here: <http://www.MotivationalMarketing.com>

3- How to Become an Internet Millionaire

Wouldn't it be great if you KNEW how to **build a million-dollar Internet business starting from scratch** with almost no money? In his ground-breaking 9-part course, Robert Imbriale shows you how to find the best business for you and how to turn that business into a million-dollar profit center inside of 18 months.

Join Robert Imbriale as he shares his best secrets with you on exactly how to get started, find a product, and turn that product into a million-dollar best seller on the Internet!

For more information on this course, go to: <http://www.ultimatewebprofits.com/index6.htm>