

SUZANNE EVANS

NEW YORK TIMES BESTSELLER

THE WAY YOU DO
ANYTHING
IS
THE WAY YOU DO
EVERYTHING

THE WHY OF

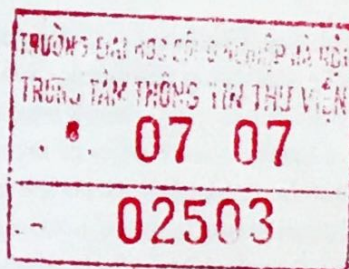
WHY YOUR BUSINESS

ISN'T MAKING MORE MONEY

WILEY

THE WAY YOU DO
ANYTHING
IS
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THE **WHY** OF
WHY YOUR BUSINESS
ISN'T MAKING MORE MONEY



SUZANNE EVANS

GIFT OF THE ASIA FOUNDATION
NOT FOR RE-SALE

QUÀ TẶNG CỦA QUỸ CHÂU Á
KHÔNG ĐƯỢC BÁN LẠI

WILEY

Contents

Foreword by Larry Winget	ix
Acknowledgments	xi

Introduction	1
---------------------	----------

Chapter 1	The Way You Do Anything...	7
------------------	-----------------------------------	----------

Chapter 2	Enthusiasm	19
------------------	-------------------	-----------

Chapter 3	Commitment	29
------------------	-------------------	-----------

Chapter 4	Having Guts	37
------------------	--------------------	-----------

Chapter 5	Being Embarrassed	47
------------------	--------------------------	-----------

Chapter 6	Having Faith	55
------------------	---------------------	-----------

Chapter 7	Being Practical	65
------------------	------------------------	-----------

CONTENTS

Chapter 8 Not Being Practical 75

Chapter 9 Money 83

Chapter 10 Pain 95

Chapter 11 Time 109

Chapter 12 Competition 119

Chapter 13 Mastery 131

Chapter 14 Plan 143

Chapter 15 Love 153

Index 163

Foreword

Suzanne Evans is a force of nature. She's smart. She's insightful. She's tough. She's hilarious. She is willing to do whatever it takes to get the results she wants. She demands the best from herself and from others. With Suzanne, there is no excuse big enough to knock her off course. And she has the proverbial heart of gold.

Those are all pretty nice things to say considering that I refused to talk to her for nearly a year. Yep, it's true. Suzanne contacted me, wanting me to coach her on helping her build her brand. At first I ignored her. Then I put her off, both politely and sometimes not so politely. I even gave her a big flat out *No!*, but Suzanne is a very persistent person. She just wouldn't let up. She ignored my *no* and kept after me, and she made such a compelling argument that she eventually wore me down, and I finally agreed to meet with her. I am so glad I did.

She flew to Scottsdale, Arizona, and met with me for a full day at my house. We sat at my dining room table and got to know each other. I found her to be a total delight. She was funny, charismatic, and focused. She was completely open and willing to learn. Like all great teachers, she is an amazing student. That is a great lesson for everyone right there! But what I learned that mattered most to me during that initial time with Suzanne was that she lives her life and

FOREWORD

runs her business grounded in the principles of honesty, fairness, and integrity. Those elements are missing in society and business for sure, but they seem to especially be missing in the business she and I are both in. As you can tell, Suzanne won me over completely. I quickly moved from mentor to friend to fan.

In this book, Suzanne has a lot to teach you. You will hear her amazing story of how she went from a secretarial job that was neither personally or professionally fulfilling to being on the Inc. 500 list of fastest growing companies in less than four years. She grabbed life by the throat and created opportunities so she could live the life she had always dreamed of. Have you ever wished you could do that? If that alone doesn't get your attention and make you want to learn from her, then nothing will.

You are about to learn the ideas and principles she uses in her life, and how she uses those principles to build her business and create a dedicated following of fans and customers. What you are going to love about this book is that you are going to read it and say to yourself, "I can do that!" And you are right, you can. The question is never, "Can you?" but is always, "Will you?" If you are ready to take action and change your life and your business, then you have certainly come to the right book and the right person. I am excited for you to learn from my great friend, the amazing Suzanne Evans!

—Larry Winget,
The Pitbull of Personal Responsibility®,
television personality, and five-time *New York Times/Wall Street Journal* bestselling author of such books
as *Grow A Pair* and *Shut Up, Stop Whining and Get A Life*