



Ready, Fire, Aim: Zero to \$100 Million in No Time Flat

By Michael Masterson



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Whether you're thinking about starting a new business or growing an existing one, *Ready, Fire, Aim* has what you need to succeed in your entrepreneurial endeavors. In it, self-made multimillionaire and bestselling author Masterson shares the knowledge he has gained from creating and expanding numerous businesses and outlines a focused strategy for guiding a small business through the four stages of entrepreneurial growth. Along the way, Masterson teaches you the different skills needed in order to excel in this dynamic environment.

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Ready, Fire, Aim: Zero to \$100 Million in No Time Flat By Michael Masterson Bibliography

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Editorial Review

From the Inside Flap

If you had the opportunity to work where, when, and with whom you wanted—all while getting paid very well—would you take it? Self-made multimillionaire and bestselling author Michael Masterson did, and with *Ready, Fire, Aim* he'll show you how to do the same.

Whether you're thinking about starting a new business or growing an existing one, *Ready, Fire, Aim* has what you need to succeed in your entrepreneurial endeavors. In it, Masterson shares the knowledge he has gained from creating and expanding numerous businesses and outlines a focused strategy for guiding a small business through the four stages of entrepreneurial growth. Along the way, Masterson teaches you the different skills needed in order to excel in this dynamic environment.

While some of the concepts covered may seem novel, all of them have been proven to work time and again. Among other things, you'll discover:

- Why selling is your first business priority and the one thing you should never stop doing
- The handful of numbers that are critical to every business
- When to cut your losses short and when to let your winners run
- The front-end/back-end method of doubling profits easily
- Why having a Plan B is as important as Plan A, and when and how to create it
- The difference between pushers, thinkers, organizers, and sellers, and how to attract the ones you need for your business

Over the course of his remarkably successful career, Michael Masterson has helped start and develop dozens of multimillion-dollar businesses, including one whose revenues exceeded \$135 million and another still growing at \$300 million. Now, with *Ready, Fire, Aim*, he'll show you how to make your way to the top by designing powerful marketing campaigns that will regularly outsell your competitors; implementing innovative operational procedures that will reduce costs and hassles; and using the revolutionary power of the Internet to reduce customer complaints and increase profits.

To start and grow multimillion-dollar businesses over and over again you have to master certain skills. *Ready, Fire, Aim* reveals what those skills are and shows you how to quickly master them. Filled with in-depth insights and expert advice, this remarkable guide for entrepreneurs gives you a blueprint for business and financial success that will allow you to enjoy life to its fullest.

From the Back Cover

Praise for *Ready, Fire, Aim*

"This is an extraordinary book—full of practiced, proven strategies and techniques to help you make more sales and great profits than you ever imagined possible."

—**Brian Tracy**, author of *The Way to Wealth*

"Wow! A powerhouse book packed with tried and tested street-smart wisdom. I'm impressed!"

—**Dr. Joe Vitale**, author of *The Attractor Factor*

"Michael Masterson's *Ready, Fire, Aim* hits the mark—dead center. Masterson describes the phases of a business in a very helpful and perceptive way. No matter where you are in your business career . . . just starting out or already at the \$50 million level . . . you'll better understand the challenges you face. And you'll get some 'bulls' eye' insights about how to overcome them."

—**Bill Bonner**, founder and President of Agora Inc.

"*Ready, Fire, Aim* is vintage Michael Masterson. Every sentence in the book is on the mark —stuff you can use right now, today, to accelerate your climb to the top of the financial ladder. What sets Masterson apart from most of the gurus who write about how to do it is that he's actually done it — over . . . and over . . . and over again. The number of successful businesses he's built is no less than astonishing. Every serious entrepreneur needs to avail himself of the information in this book."

—**Robert Ringer**, author of *To Be or Not to Be Intimidated?*

Ready, Fire, Aim is both an attitude and a method that self-made multimillionaire and bestselling author Michael Masterson follows to achieve success in business. It's helped him build and grow dozens of multimillion-dollar businesses, including one whose revenues reached \$135 million and another still growing at \$300 million.

Now, with *Ready, Fire, Aim*, Masterson reveals how you can use his approach to achieve unprecedented entrepreneurial success and enjoy life to its fullest. Written in a straightforward and accessible style, this engaging guide will prepare you to:

- Start a business from scratch and make it profitable quickly
- Keep a growing business growing as revenues climb from a million to tens of millions to hundreds of millions
- Get other people to do almost all the hard work for you, so you are free to do only the fun stuff
- Position yourself as an indispensable business builder, so you can enjoy a big share of the profits even if you are working only part-time
- Duplicate your winning strategy in several businesses, so you never have to worry about "needing" any one of them

It takes more than money to build a profitable business—it takes a unique set of skills and strategies. With *Ready, Fire, Aim*, you'll discover how to develop these essential entrepreneurial skills and use them to vastly improve any business endeavor.

About the Author

Michael Masterson has developed a loyal following of more than 250,000 subscribers with Early to Rise (www.EarlyToRise.com), an e-newsletter published by Agora, Inc. Throughout his remarkably successful business career, Masterson has been a partner in two businesses that grew beyond \$100 million, two more that exceeded \$50 million, and at least a dozen that surpassed the \$10 million mark. He is also the author of the *New York Times*, *Wall Street Journal*, and Amazon.com bestsellers *Seven Years to Seven Figures*, *Automatic Wealth*, and *Automatic Wealth for Grads . . . and Anyone Else Just Starting Out* (all from Wiley), and *Confessions of a Self-Made Multimillionaire*. Subscribe to Michael Masterson's daily e-zine at www.EarlyToRise.com.

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Celia Robertson:

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Deborah Knight:

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Anthony Vice:

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