
Why the “Beautiful” Journey of Starting a Business Can Turn into a Nightmare and How to Reclaim It

Starting a business can feel like discovering a beautiful new world—full of possibility and promise. But for many, that journey quickly becomes a nightmare. Why?

Because startup success is like knowing the combination to a safe.

You might have many of the correct digits, but unless you have *all* of them in the *correct order*, the safe won't open—and success will remain out of reach.

Wrong strategies are catastrophic:

1. **Investment is not a solution.** Investors know that 90% of startups fail—they're simply betting on the 10% that have cracked the code.
2. **Academic business degrees and advice from general business experts won't help** you discover the “combination” that unlocks the safe and leads to success.
3. **Digital marketing is not the answer.** If it were, 90% of startups wouldn't be failing.

The Startup Journey Requires These Transitions:

1. From idea to winning your first customers
2. From early customers to consistent, repeat buyers
3. From local to national reach
4. From national to international expansion

Each of these stages is like a safe with its own unique combination.