
First Number in the Combination: Business Is Love

Just like people fall in love with a home or a car before buying it, you must have a *love story* with your innovation and your customers.

Without this emotional connection, you may never identify the key benefits that make customers love your service. Without that love, your chances of success are slim.

But once you discover those hidden benefits, you'll realize you're sitting on a gold mine. Customers will buy your services, fueling a big vision—one where you help millions and become a well-known brand and innovator.

Second Number: Dangers

You must know how to launch—and instantly protect yourself from being copied.

This is not the time for trial and error. Wrong or slow strategies allow competitors to move in fast. You need the right moves *now*.

Third Number: A Correct, Logical Strategy

A proven, structured approach is critical. Without it, you're simply guessing—and guessing is expensive.