

Two examples of the Process Steps:

1. There are specific Steps that must be implemented in a specific order

MBAs and ChatGPT give you endless Steps, but only a few are needed, and the rest are irrelevant to you. It is impossible to guess the right ones.

It is similar to manufacturing a car on an assembly-line,

If the assembly-line steps are in the wrong order, the car will be damaged. Similarly:

1. You won't be able to secure investment if the step you are working on today should be done only after you complete another step. Your hard work will be wasted.
2. Or worse, you might reveal your business secrets too early, and be copied.

2. The Specific habits that you must have Instead of the ones that are causing harm to many entrepreneurs

The below two examples demonstrates the seriousness of not knowing the correct Steps from the wrong Steps:

1. Don't over-explain your work and over-talk,

This sends a signal that you are a beginner, desperate to make sales, and can't be trusted.

Learning 100s of Do's and Don'ts is unhelpful. Only few are relevant.

2. Go out of your way to show integrity & trust-worthiness.

Example:

Demonstrate protecting other entrepreneurs' and competitors' interest

[Pepsi Cola protected the secrets of their giant competitor, Coca Cola.](#)

[Mercedes freely gave one of an invention to every car manufacturer as it saves lives.](#)

Trust leads to conversations with key people.