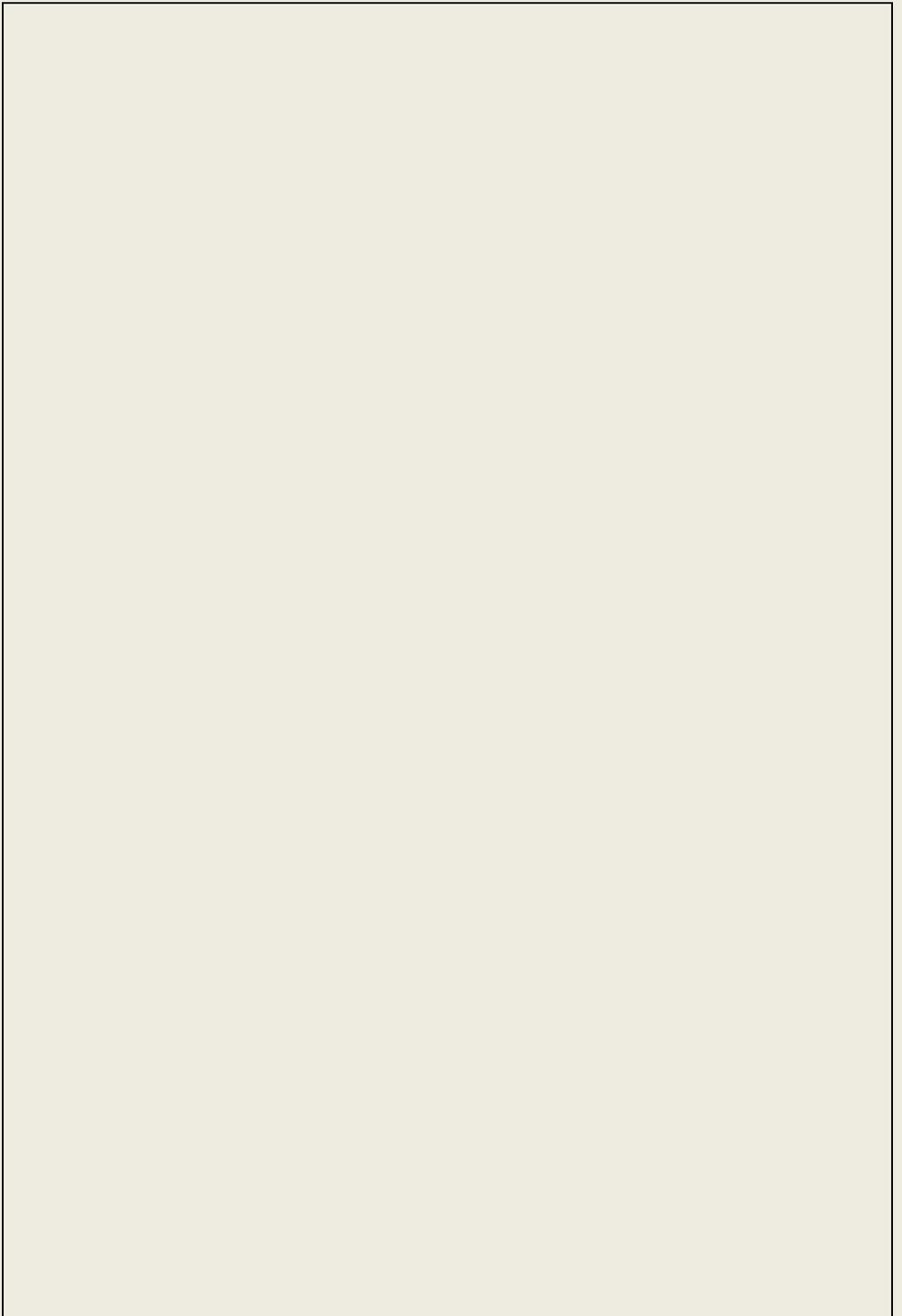


DREAM MONEY BOOKLET

For Starters

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INTRODUCTION

Thank you so much for taking the opportunity to read this booklet. My prayer is that you will apply my learnings as you advance on your entrepreneurial journey. I've discovered these learnings from experience. I currently own and operate three different businesses in two different industries. I've experienced failure and I've experienced success.

However, as the breadwinner in my household (wife stay-at-home mom) I built up enough courage several years ago to quit my full-time job and jumped into the deep end of entrepreneurship with no savings, credit cards or bank loans. I was out to sink or swim and I chose to learn quickly so I could breathe again. I do understand most of you aren't that courageous, but my message is simply to *go for it*. As a full-time entrepreneur in your industry, *it takes time*. Anything great takes time and you have to constantly learn and grow as a leader to become the leader you were designed to become. *If you don't learn you don't earn*.

Throughout this booklet I will share the lessons I learned through experience. I've learned that following your heart and working in an industry that supports your passions and abilities are awesome. However, if you don't prepare financially; *you will never accomplish it*. I am not an expert in financial literacy by any means.

However, I have enough sweat equity in building strong financial foundations in business to write this book.

Nothing great comes easy!

I've started with nothing and now own and operate three profitable businesses in two different industries.

I started a gym with a \$1200 budget...

I wrote my first book on a prayer (self-published; kind of made it up along the way)

I started a lawn and landscaping company with *negative dollars* (I couldn't even afford the dinner the night I was inspired to start it)... I started mowing apartment complexes with a push lawn mower...get *that*?

I joined the network marketing company (I currently represent) with the money I was supposed to pay my bills with.

I started my t-shirt company with twenty dollars and an idea (I created a t-shirt and didn't know what it stood for; I just made it up along the way) *you get it yet?* At one point I was able to sell enough t-shirts to pay my rent. *So you can do it!*

And I have many more experiences that are not fit for this book... *You might want to listen though.*

Now we are ready to rumble. I will explain four steps that you must follow to operate a profitable business and remain debt free as a full-time or part-time entrepreneur. Don't let the information in this booklet detour you, frustrate you or move you away from your dreams. This is designed to move you closer to your dreams. *Just start somewhere! Every big DREAM starts SMALL.*

Money is the biggest hindrance for any entrepreneur because your dreams are always bigger than your budget. As an entrepreneur financial discipline will be critical to the success of your business. You have to account for every dollar that flows into your business. I've learned that you can have a successful business in appearance with little cash flow. This book is an attempt to help you increase income, generate revenue and evaluate cash flow.

THE SIMPLICITY OF BUSINESS

Business is fairly simple, “*solving problems.*” *Whenever you stop solving problems you become unnecessary. How do you like that for a definition? It’s absolutely true, who gets paid the most money at your job? Is it the CEO or the janitor? Probably the CEO, now despite the opinion, he gets paid to solve some of your company’s most difficult problems. To be in business is to solve a pressing problem in the world. For instance, when you have a water leak in your piping, who do you call? A plumber! When your car breaks down, who do you call? A mechanic!*

When you need fast food because you’re running a tight schedule where do you go? A fast food restaurant! It’s that simple, every business exists to solve a problem. The severity of those problems can be small or big. Any business that you’re thinking of starting should be a creative solution to a problem. If you’re not solving problems you will not be in business long.

Some of the biggest ideas are generated as a result of problems. I wish my mind was working when 9/11 took place. Someone was thinking ahead and looked at the 9/11 crisis as an opportunity to activate a business idea by creating the airport security check stations. How much do you think that idea is worth? Billions! Why? They solved a security problem!

I learned this a few years back when I was developing my non-for-profit. During the fundraising process I would become very frustrated because every investor or donor I met with wanted to know the value of my business idea; they would ask. *What problem do your non-for-profit solve? How is it different?*

I had a hard time raising money because I couldn't pinpoint our uniqueness. If I did articulate a reason, it didn't seem authentic. I learned though, when I became authentic, passionate and consumed about the problem I wanted my business to solve I knew the profitability would forever increase. *If you can't articulate how your business will solve a much needed problem; then you need to keep thinking, keep searching, developing the idea and researching the idea until something hits you in the heart*

Whenever you stop solving problems; your business becomes unnecessary.

Write down some of your business ideas:

BRAINSTORM THE BUSINESS IDEA

Every business starts with an idea and every idea in-formation becomes a dream. An idea is the most important aspect to any business. If you don't have great ideas you will not go far in business. An idea is defined as, "imaginative thought that you can see in-formation" what do you see? Is it a product, a service or manufacturing? What do you see in your imagination? What type of business do you see forming in your imagination?

Whatever you see in your imagination you can accomplish. You have the ability to accomplish the ideas in your mind. Your ideas become reality when you write them down on paper. Your ideas are a combination of your greatest desires, passions, talents and abilities. In order to start any business you have to document an idea worth sharing. A larger portion of business is persuading your potential clients, customers, investors and donors that your idea works or will work. A lot of you have run from your ideas for many years; that's why some of you get mad when you see other people activating your ideas and living their dreams.

Just because you had the idea doesn't mean God didn't give anyone else the same idea. King Solomon stated, *"There's nothing new under the sun."* (See Ecclesiastes 1:9) Your ideas aren't original. *Its value comes from the*

uniqueness in your personality, character and dreams.
When you have a great idea it becomes branded in your personality, character, skills, passions and abilities. It doesn't matter who else carries your idea; you have to understand and know that nobody else on the planet is created to function like you. *Your greatest idea will rule and dominate your thought life.* It will wake you up in the middle of the night and it will consume your research. You might even become withdrawn from others when you discover your business idea.

Your ideas become dreams...

Write down your business ideas:

IDENTIFY STREAMS OF INCOME

What is your main source of income right now? How well does your main source of income fulfill your financial responsibilities? Your main source of income is your priority. You have to find opportunities to increase your income by any means necessary. You have many talents, gifts and abilities that would help you generate more income.

One day I was listening to Dave Ramsey on the radio. A couple called into the show and announced that they paid off all of their debt by doing odd jobs after work on a daily basis. They performed a variety of jobs such as, painting, mowing grass, raking leaves, putting up Christmas trees, etc. They discovered new ways to generate more income so they could become debt free.

Instead, you're going to think of new ways to generate income so you can invest and reinvest into your business ideas, strategies, and plans to position yourself to be successful in business. You're not going to buy more cars, a bigger house or take the entire neighborhood to lunch.

You should use your new streams of income to invest into your business ideas. For those of you who are working full-time day jobs; you have a safety net meaning you can afford to fail. For full-time entrepreneurs with no safety net; you can't afford to fail

(think long and wisely with good counsel on new income stream opportunities because a bad investment could cost you everything). I myself have several streams of income and I have three that are very solid. However, I didn't start there at the beginning. I tried everything because I had to pay the bills until I was able to swim (success) a bit in the lawn and landscaping business.

What should you do next? (Write it below)

IDENTIFY AND NEGOTIATE LIABILITIES

As you embark on your entrepreneurial journey you'll discover many bumps along the road. I know this from many experiences. Whether a millionaire or a hundred dollar maker. If you're an entrepreneur, failure of some kind is inevitable. The difference is those individuals who are able to stare adversity in the face and take the hit, then get back up and run faster.

It's not how many times you've been knocked down; it's how fast you run after you get back up. There are things you just cannot control and it's your attitude in response to adversity that is going to elevate you or destroy you. The first thing you have to negotiate and re-evaluate is your current lifestyle meaning your liabilities (things that don't give you a financial return) and others may refer to it as overhead. You need a roof over your head, food in your belly and good transportation. *Is there anything else?*

Evaluate everything and then create a plan that will allow you to place more emphasis on your assets (business ideas). *Re-negotiate utilities, cable, cell phone bills, etc. I will never forget going through re-evaluation process and one of the liabilities that I negotiated was my cell phone company. My wife and I switched to an unlimited prepaid service so I could cut my costs by more than \$100 monthly. What can you re-evaluate and*

negotiate? I also re-negotiated our rental agreement on the home we were living in for a later due date each month. As an entrepreneur your money is sometimes sporadic and you need flexibility. *Just know that everything is negotiable and everything should be evaluated. Limit your liabilities so you can expand your visions and dream bigger.*

What should you do next? (Write it below)

DOWNSIZE YOUR LIFESTYLE

The success of your business is dependent on your lifestyle choices. Many of you want to own and operate a profitable business but you don't want to do what it takes to make that a reality. *You have to downsize your lifestyle.* You have to work hard and work hard some more. *Downsizing is different and difficult for each of us.*

In preparation to take my post in full-time entrepreneurship; my first downsize was my home. I moved my family from a nice big comfortable home to a single family ranch style home (very small) because it was cheaper. I predicted as an entrepreneur I wouldn't be able to pay our monthly lease with unpredictable income. I figured by moving to a smaller house I could at least make the lease payment if I tanked in income that month. Also, by moving to a smaller home and cutting costs I was able to keep my wife at home (that means I didn't force her to get a job).

I tried to cut as many liabilities as possible including my truck payments; instead I went and bought a 1998 Chevy Venture mini-van for \$1100 cash. We virtually sold everything in our home because the home we were moving too was too small. The money from the garage sale was invested into our new reality as an entrepreneurial family.

We downsized our activity (fun, events, pleasure) budget to literally zero. We signed a one-year lease on our very small ranch style home and gave ourselves one year to build the foundation to our business. For those who visited me at our small home know exactly what I'm talking about. Our dog just slept all the time because she didn't have enough room to run around. It was uncomfortable and it took a while for my family and I to get used to our new reality. That small ranch home then became a motivator for me because I hated that house and I knew if I worked hard enough we would be back in flight towards success. *Guess what? It happened!*

Today, my house is bigger than all of my previous houses put together. I'm also able to operate my therapy office and training studio out of my home comfortably. Sometimes you have to lie down so you can sprout back up. We've struggled along the way for sure but our growth has been impressive. We've learned how to hit adversity in the mouth and keep running towards our goals and dreams.

Don't be afraid to shake things up and move out of your comfort zones. Your current reality is temporary. Downsizing isn't bad it's just uncomfortable.

Just recently, I had a conversation with a great friend of mine. He and his wife had moved back in with his parents to put more money towards their business ideas

and plans. That may be you, maybe you need to move to a smaller home, and maybe you need to cut the country club membership, maybe you need to find a less expensive car to drive. Just understand that your sacrifices are not final they're temporal.

In the meantime, it gives you the freedom to explore the many opportunities and possibilities to expand your vision and make your dreams a reality.

What should you do next? (Write it below)

GO FOR BROKE

After you've made all the adjustments previously mentioned now it's time to *GO FOR BROKE; the best part of the entire booklet.*

As an entrepreneur that desires to thrive, you have to invest and find ways to reinvest into your business directly, new business ideas, and assets that hold value. I discovered this strategy early on in my entrepreneurial career. I believe the biggest mistake among new entrepreneurs is their desire to save money. Many people operate businesses like they do their day time jobs and it doesn't work.

For starters, your money is unpredictable most of the time, there's always a problem and you never have enough to fully operate the business. Your job as an entrepreneur is to increase the revenue of the business; so it becomes your responsibility to invest and reinvest into your business. This reality struck me one day as I was selling weight equipment to a customer. As the customer was picking up the weight equipment I asked him what he was using the equipment for. He replied, "*I like to keep assets on hand.*" That moment changed my life forever... ASSETS? HMMM

From that moment my businesses have not been the same. I've increased our revenues significantly because

I am always investing and reinvesting cash into assets (things that appreciate in value).

As an entrepreneur you have to find ways to buy assets meaning items that will appreciate over time to give you a return. There are two ways I invest and reinvest. I invest in the business directly related to my industry. For example, I am in the fitness industry so I am always looking to improve our business. I'll purchase things that are necessary that you can't always scale such as business cards, websites, apparel, etc. I'll also purchase used weight equipment and I always buy low so it will have appreciation when I sell it. Don't be afraid to spend the money needed to make your dream a reality. I try my best not to keep money on me (based on the context of your life) because I'm always investing and reinvesting into things that appreciate and I have the confidence that at any given time I can cash out. There are many ways to invest. You have to find the methods that are right for you. *Going for broke is my experience and its one that I believe in wholeheartedly. I may not have significant cash flow, but I'll always have cash it's just a different mentality.*

What should you do next? (Write it below)

By applying the four steps outlined in this booklet you should be able to increase your income and generate more revenue to sustain you while you run towards your goals and dreams.

Entrepreneurship is tough and you have to plan accordingly. Sometimes you have to think long and pray hard because adversity is inevitable. If I can do it, you can too. It's not impossible, many individuals are thriving because they've stayed the course and didn't give up.

Get your money right so you can build the business you've always dreamed. Don't let your money get in the way of you fulfilling your God-given dreams. I am not a millionaire yet. However, it's not out of reach for any of us. I'm just like you; a hard worker that's passionate about succeeding at the highest level possible. Thus far, I've been able to build three profitable businesses and a comfortable lifestyle for my family and I through the lessons I've provided in this booklet. To conclude, I want you to be inspired to stay focused on your objectives. Let nothing detour you from destiny. Respect your business and respect your money, treat every dollar like it's your last and always find things that are valuable to invest in. *You will be successful!*

First Year Goals:

As a full-time entrepreneur your monthly goal should be \$10k a month.

As a part-time entrepreneur your goal should be \$1k a month.

What should you do next? (Write it below)

RENEW MY MIND... Repeat it until you believe it.

My mind is the key to my success. My thoughts are the seeds to my ideas and my ideas are the seeds to my dreams. I will not neglect any idea that comes to my mind. I will make a choice to renew my mind every single day. I will think good thoughts and remain thankful for my life whether good or bad. I will renew my mind daily with positive and inspirational information. I will write down ideas that come to my mind and I will continue to dream no matter what situation or circumstances come my way. I am ready to take the next steps in life. I am ready to think good thoughts and I will ready to image and dream bigger than I ever thought because I am special, I am valuable and the world is in desperate need of my creativity.

If this booklet has impacted your life; I want to hear from you. Please send me an email:

tim.dreamworldwide@gmail.com

Live your Dreams,

Tim

ABOUT THE AUTHOR

Timothy V. Shockley Jr. is a Kansas City native who is an author, motivational speaker, entrepreneur, consultant and President and founder of Dream Worldwide Center and TSJ Global Company.

He has a passion to reach people of all walks of life. His aim is to see people maximize their leadership potential.

Tim Shockley Jr. had a life changing experience when he was denied acceptance into the University of Minnesota as a student athlete.

After some adversities in life he was able to overcome those adversities through discovering something much bigger. He found a relationship with God. He was able to look at his setbacks as motivation to move forward with his life.

Since then he has married the woman of his dreams, and helped give life to four beautiful children. He was also blessed to have a successful career in the Indoor Football League.

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