

# The Three Things Every Business Needs to Build



# Introductions



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# Logistics

Part 1

# What game are you playing?



# Three Questions



1 What game are you playing?



2 What are you building?



## 3 What's your focus?



A common problem...



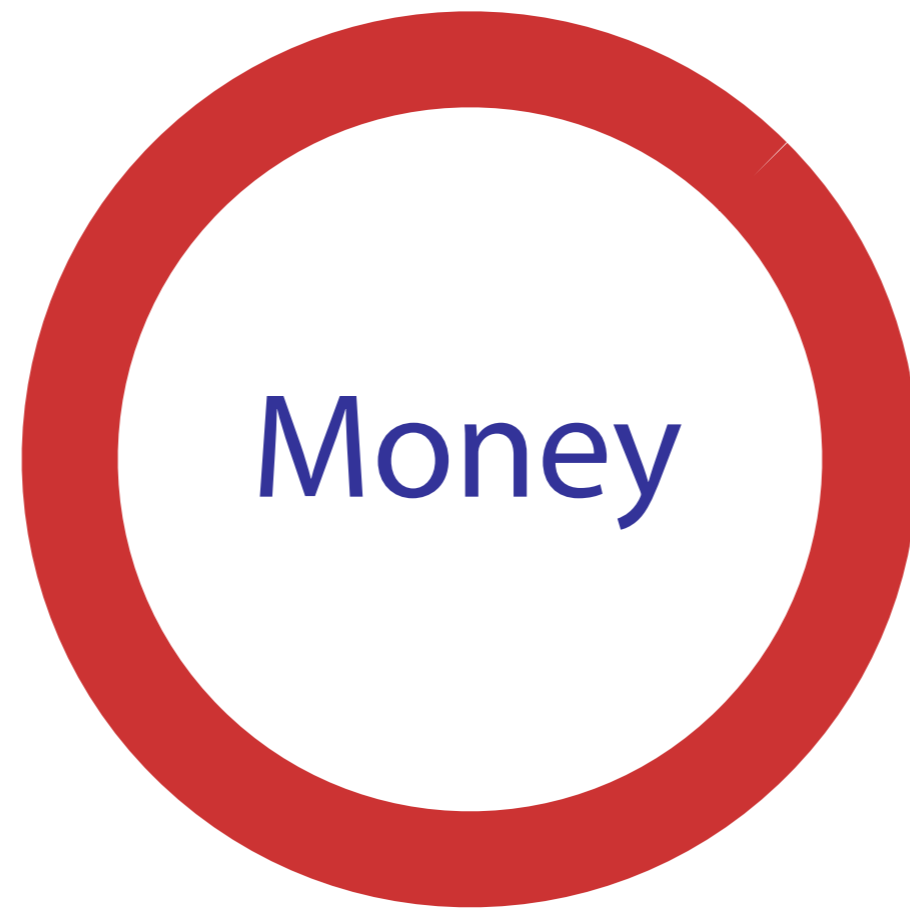
A common problem...



Part 2

# What are you building?

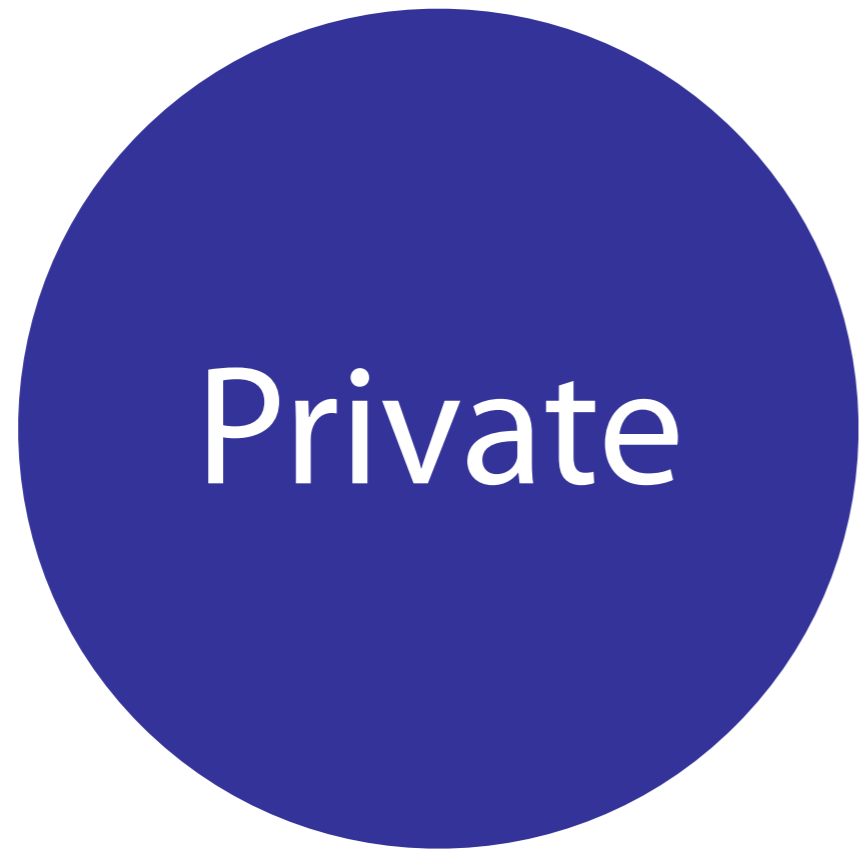
# What are the Three Things Every Business Needs to Build?



Earn  
Spend  
Save  
Invest  
Give  
Lend

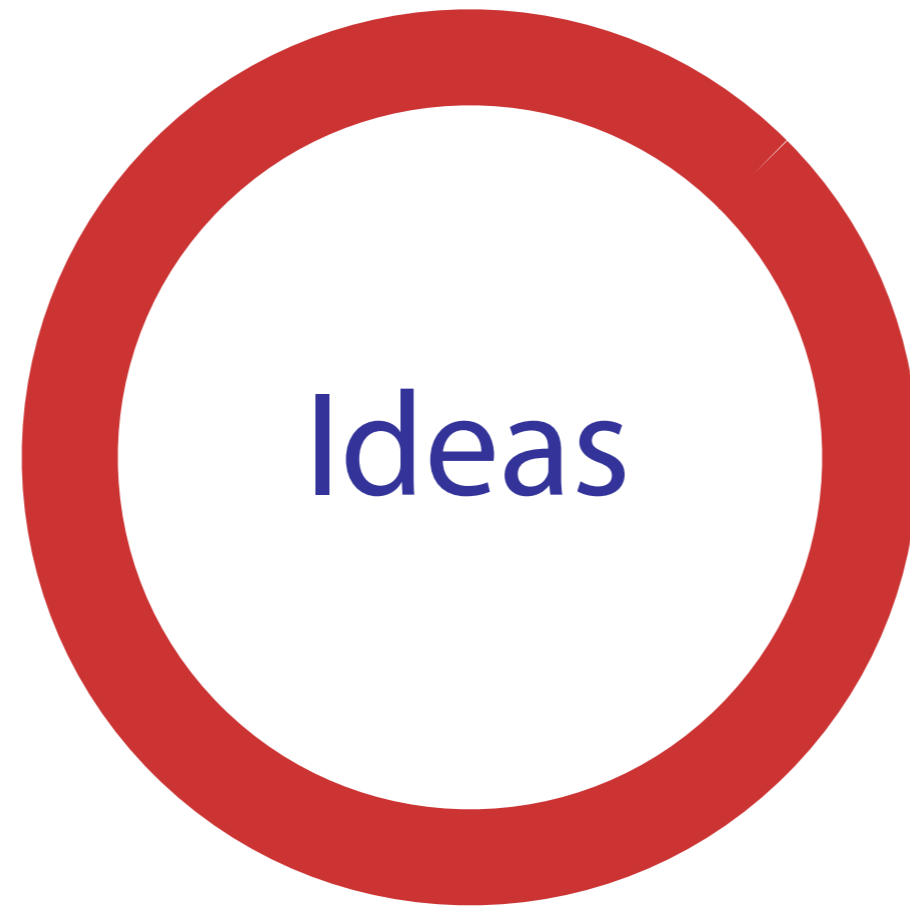


*Money makes the  
world go round*



*Vs*







My

Our

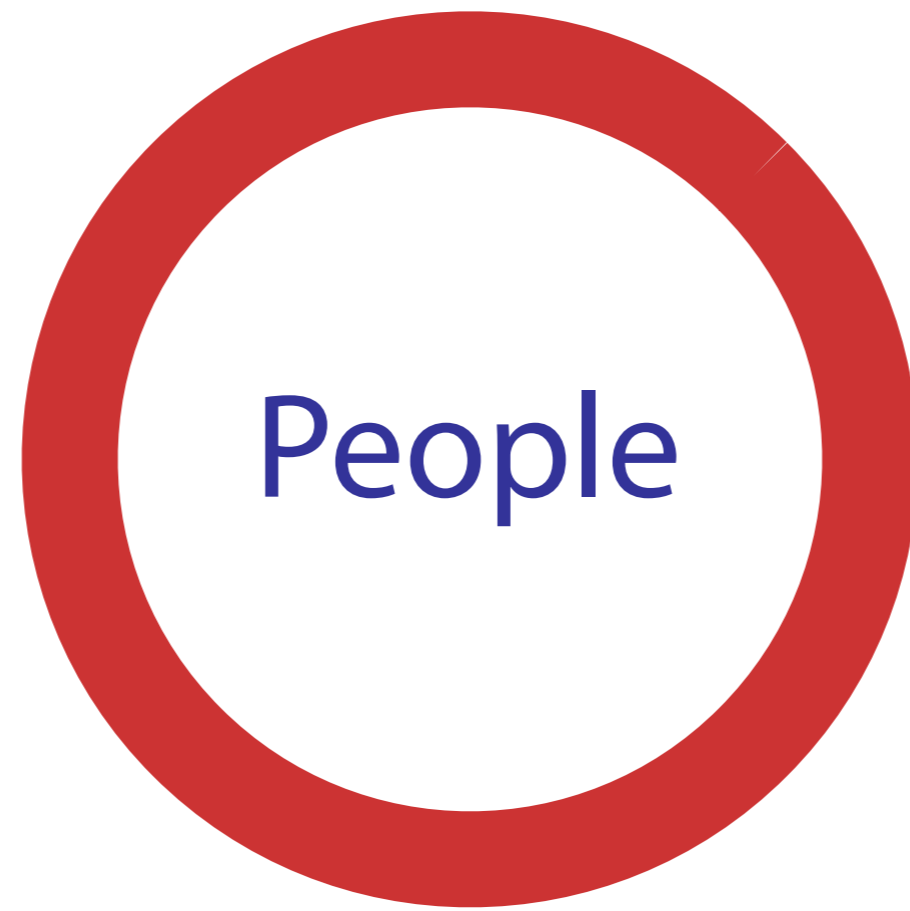
The

Changing Worlds



*Ideas need Form*

Thing  
Event  
Process  
Business  
Movement



Customers  
Colleagues  
Mentors  
Referrers  
Supporters



# Social Media



*We need friends  
before we  
we need them*

What's the  
**ONE** Thing  
Every Business  
Needs to Build?

Capital = any resource that  
enables you to build wealth

I build capital.

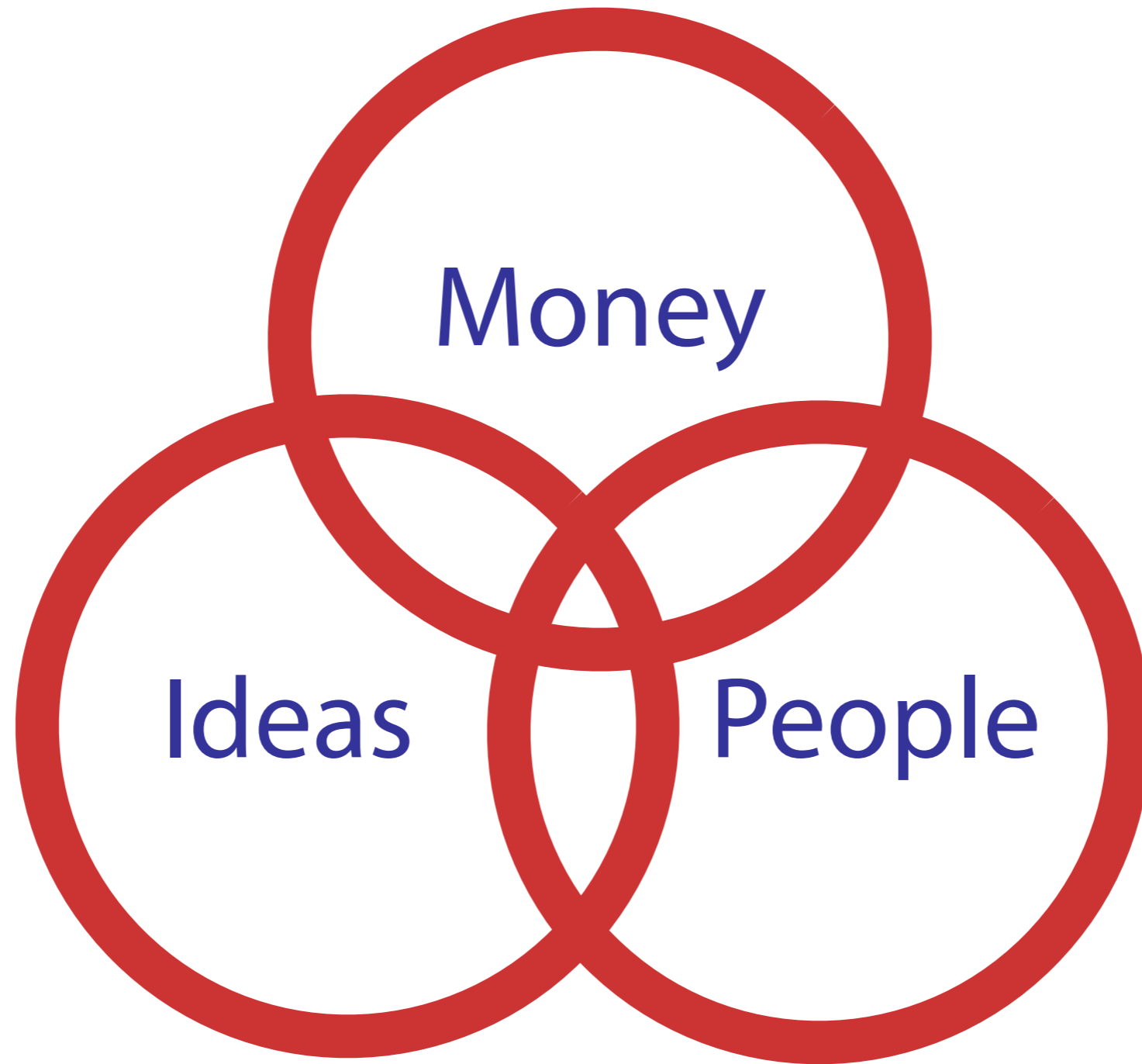


Part 3

What's your focus?



What's your plan look like?



Which area is your strong suit?

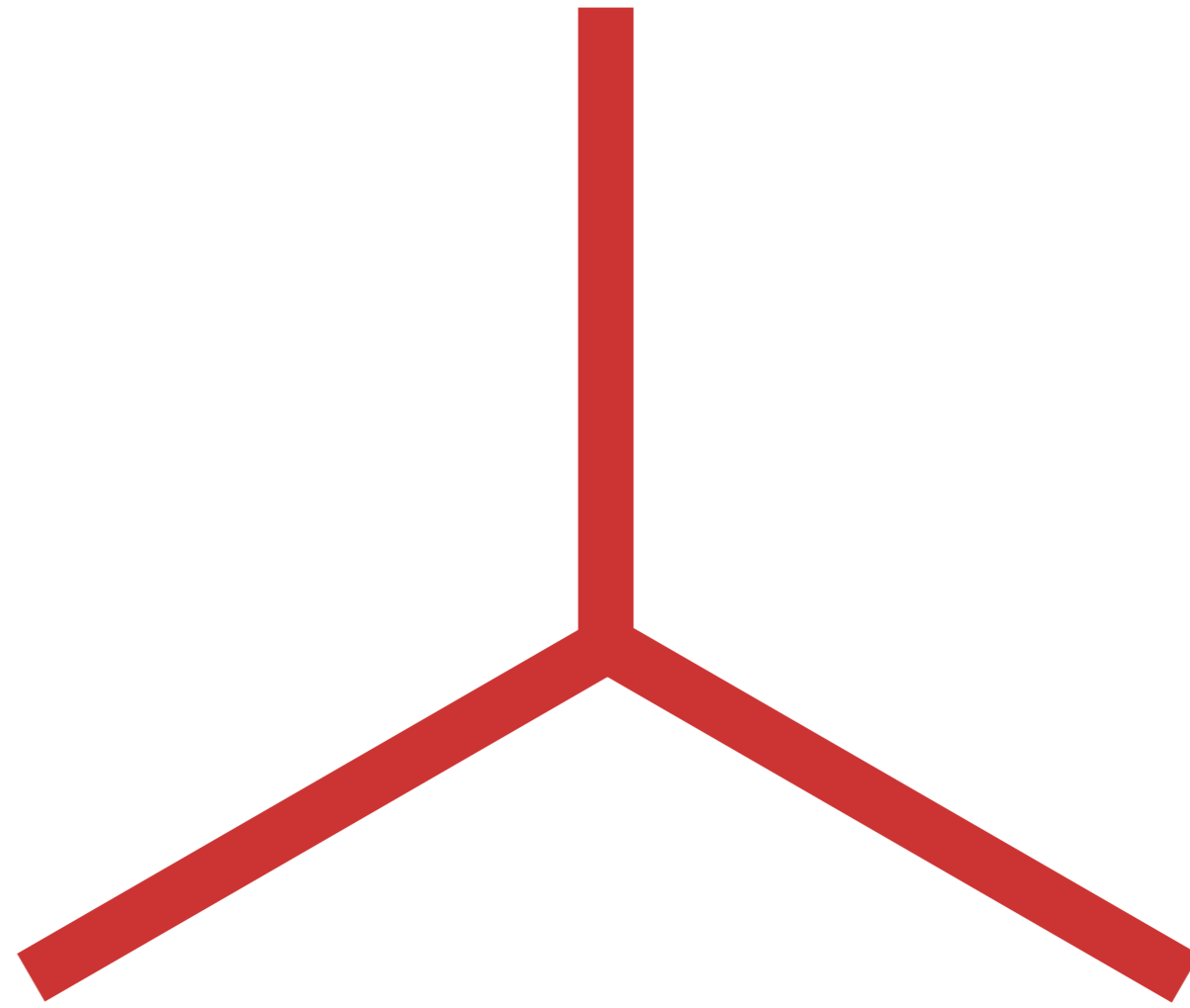
Money

Ideas

People

What's your score?

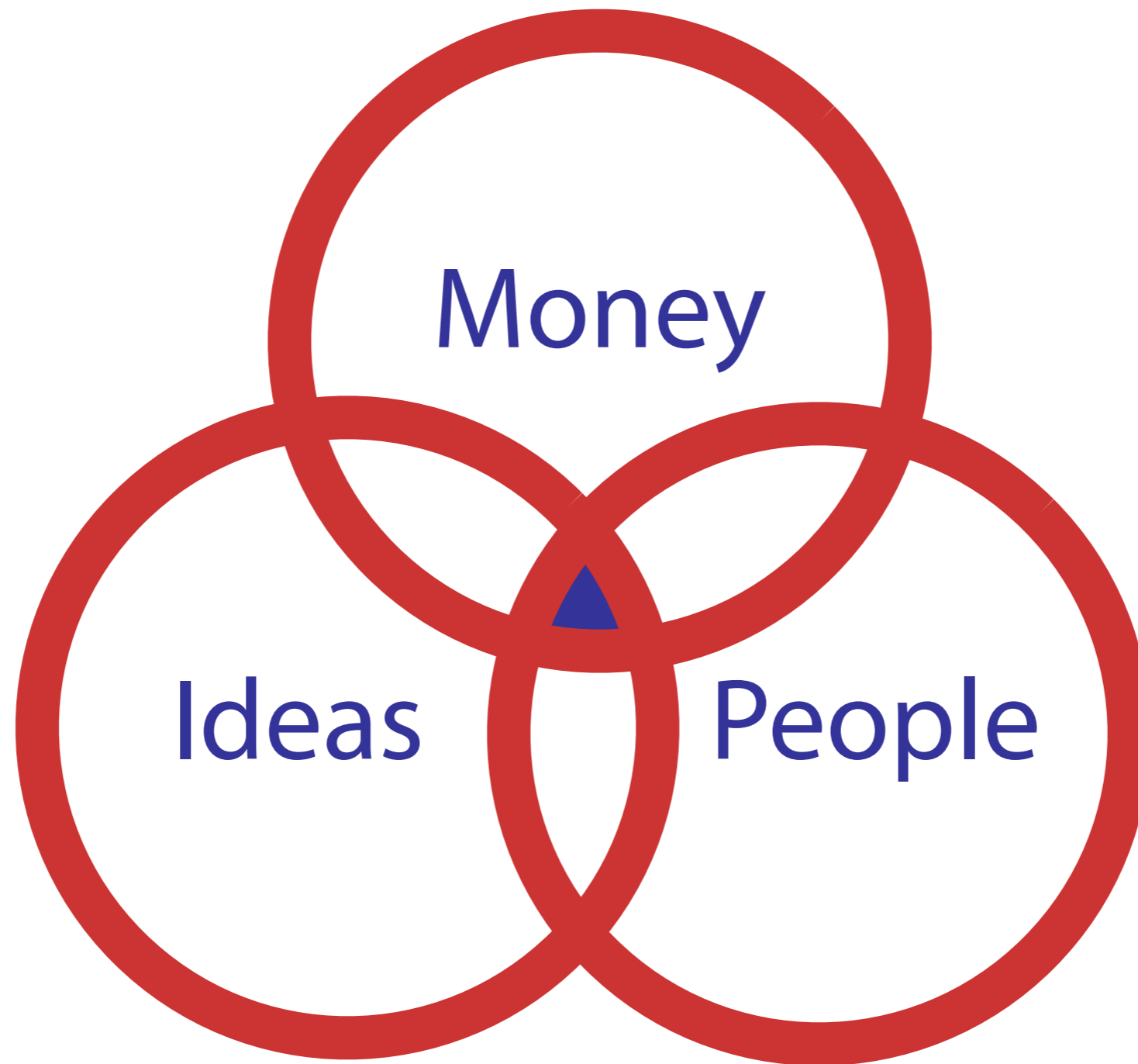
Deal Maker



Ideas Guy

Connector

Which one are you?



# Manifesto

A Public Declaration of Your Intent



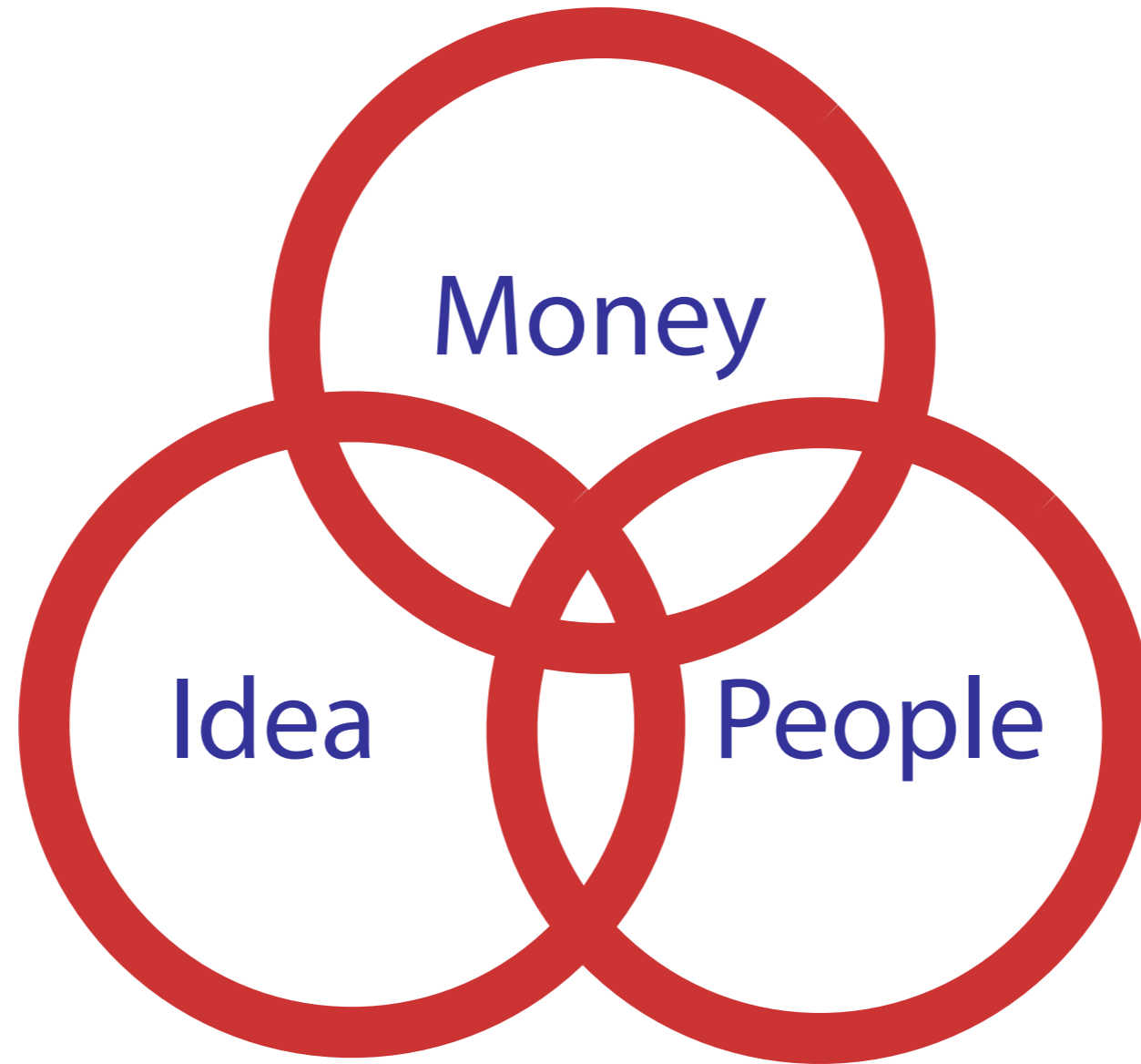


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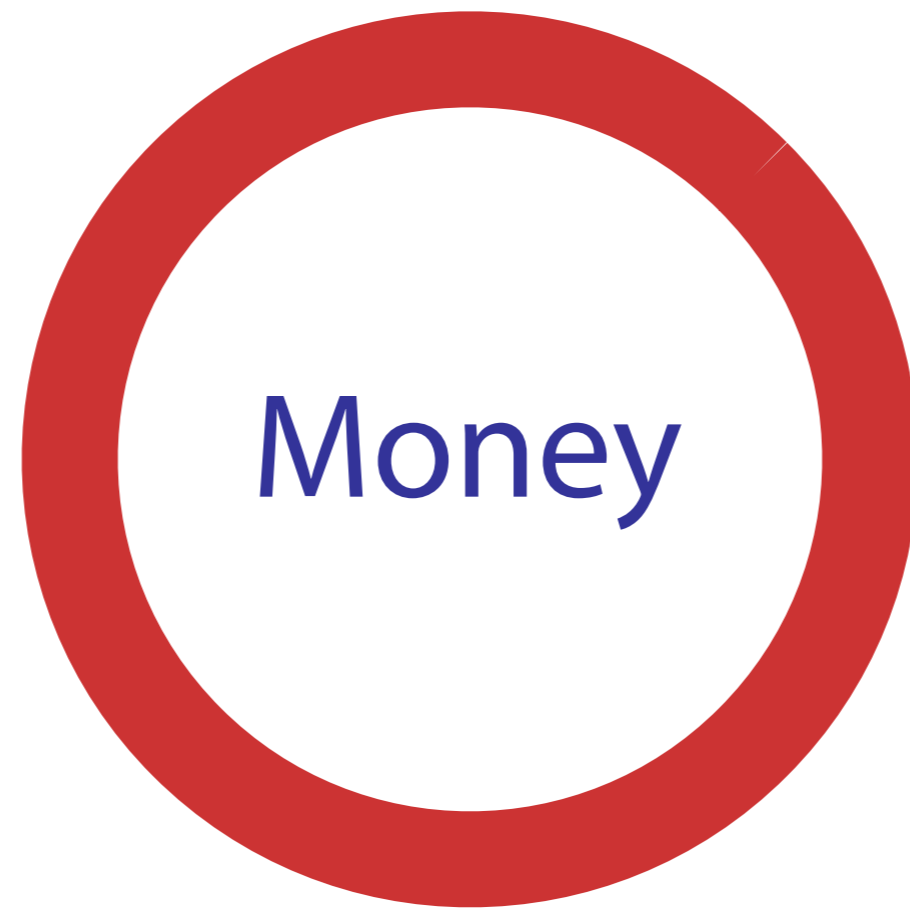


# The book, the money and the 1000 manifestos



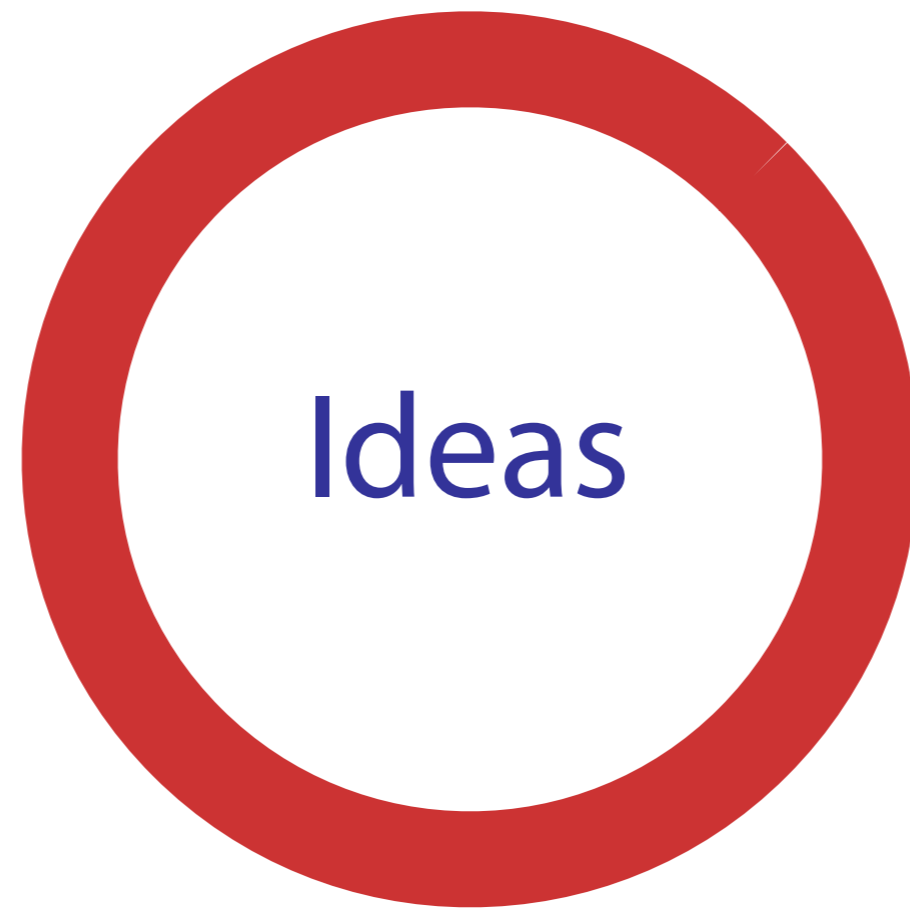


# Three Capital Goals



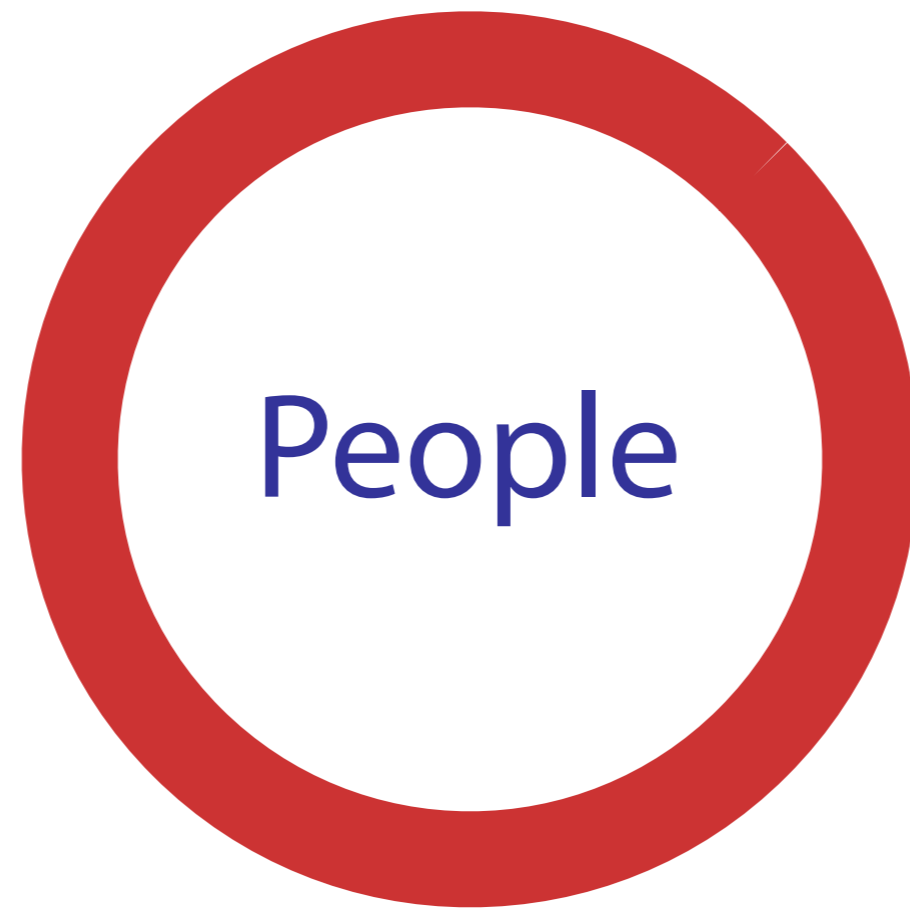
What's your Money goal?

Earn  
Buy  
Save  
Invest  
Give  
Lend



What's your Ideas goal?

Make  
Design  
Create  
Write  
Build  
Capture



What's your People goal?

Meet  
Help  
Congregate  
Invite  
Share  
Serve

Help 1000 people  
create a manifesto

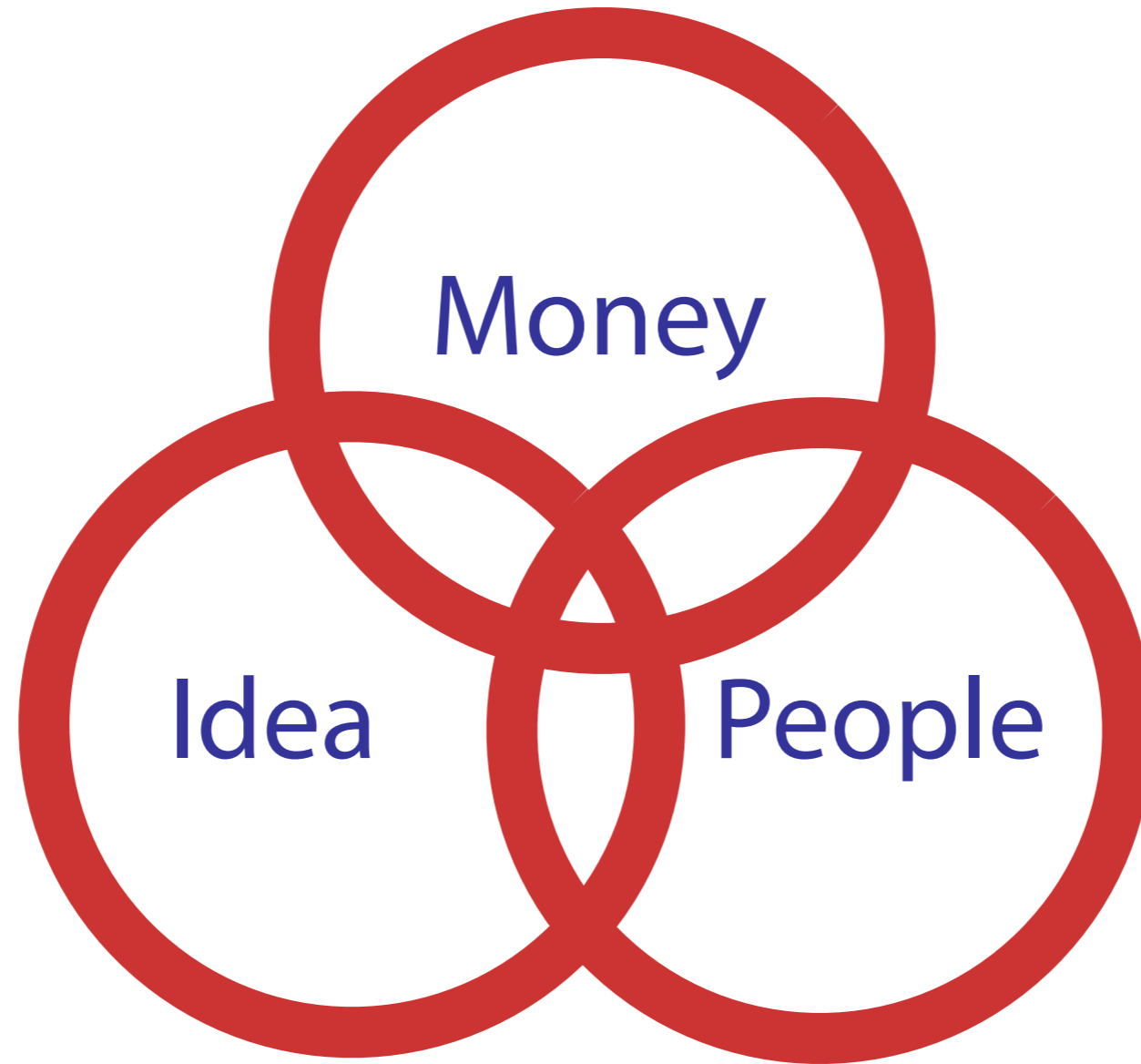


[www.1000manifestos.com](http://www.1000manifestos.com)



Part 4

# What's next for capital building?



# Define Your Campaign

# Step 1: Manifesto



# Step 2: Campaign



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