



10 Essential Superpowers (To help you win the day!)

Hi It's Russ The BIG Guy. Welcome.

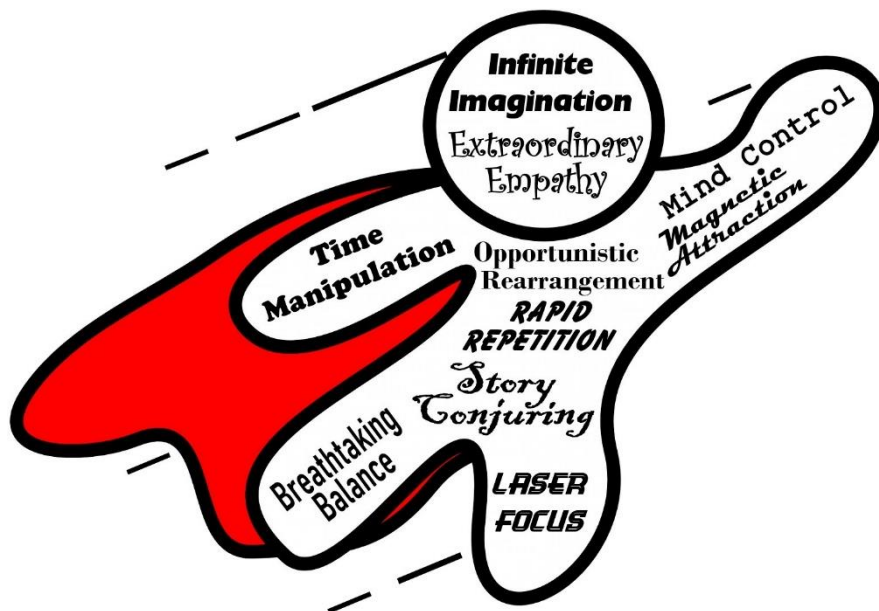
So, you want to be an entrepreneur? Owning a business is not for the faint of heart. It has its risks but the rewards can be great!

“Only the one who is willing to risk
will experience the euphoria of victory!”

(I said that, maybe General Patton also.)

Are you the “one?”

Will you accept the challenge?



**FIRST you need to
FIND THE POWER SOURCE!!
FIND YOUR WHY.**



Find your WHY!

It is the source that fuels all of your superpowers. It is your WHY!

Mark Twain said, “The two most important days of a person's life are the day they are born and the day they discover why.” You have a “WHY,” a reason/mission/driving force that motivates you to action when others falter and quit.

What is YOUR motivator?

It is found deep down inside you. There is a desire, a passion, a calling that is the driving force for the decisions you make, for the way you react to, and interact with, the outside world. It impacts the way you think about your problems and your opportunities.

Your WHY is what allows you to stay focused on your goals. Your WHY allows you to see past the hurdles that stop others. Your WHY keeps you internally motivated.

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You do not need permission from others to achieve your goals. You do not need outside motivation because your WHY is your personal source. Find your WHY! What makes you come alive? What are your innate strengths?

Some examples:

You may feel a calling and deep desire to help others.

You may have a desire to provide for your children or for your parents.

You could believe that your gift/passion/talent/skill/heart is meant to be shared.

Find ***YOUR*** WHY!

For myself, I was born with the gift of creativity which I have nurtured throughout my life. I also have the entrepreneurial ‘bug.’ I have a desire to help other people like myself who also know they are meant to be entrepreneurs and perhaps are also creative. Like me they may be that round peg that the world attempts to force into a square hole. I get them. I’ve been there. They are me. I am them.

It all started with the Penny Carnivals. I was a young kid and would create them with my younger brother and sister. We would devise our own carnival games and activities in our yard and use our unwanted toys as prizes. The neighborhood kids would spend their allowance money with us!

I have the amazing gifts of creativity and entrepreneurship. What gifts do you possess?

I am driven to create! In a way, I am also driven by fear. I do not want to die before I have maximized my creative potential. I want to share it and I want to use it all up! I don’t want to “leave any on the table.”

That’s why I created my company, Russ The BIG Guy Consulting! I provide unique training for new business owners, aspiring entrepreneurs and creatives. I have been selling my creative services since I was a teenager. Now I feel it is a duty and also a privilege to share with you all that I have experienced!

Below are the 10 Essential Superpowers you need to help you prosper and win. I use these every day to stay inspired and productive so I can achieve my goals of sharing my knowledge and creativity.

There may be some overlap among these powers and some may be most effective when combined with another. Find the ones that resonate with you. I know they can work for you. Put on your spandex, power up and get out there and WIN THE DAY!

(FYI, I don’t actually wear spandex but you can if you want to.)

FINALLY

It's almost impossible to list these 10 Essential SuperPowers in order of importance. They are all powerful skills and can start you on the path of entrepreneurship or help you in your existing business adventure. Find the ones that work for you!

There is connection between and even some overlap among the 10 Essential SuperPowers. Consider *visualizing* your main goal while keeping in mind the *big picture* and deploying *patience* while you *focus and execute*. There are four right there. They take on synergistic energy when used together and the results can be greater than using just one alone.

Kind of like when super heroes assemble but without the team squabbling.

But, if ten are too many for you to start with, just use number one first. After a time start adding the others until you have become used to the concepts and have found some success. Take what works for you and add anything else you discover along the way. You may have noticed that this publication is laid out so you can select the superpowers that resonate with you. Save or print them. You can create your own smaller publication for your own personal use. You might also use one of the graphics as your wallpaper on your computer or display it prominently on your mobile device. You might also print out some pages to post around your office or home. Be creative and make this document work for YOU!

You can do it!

**Owning a business is not for the faint of heart.
It has its challenges but the rewards can be great!
It's not for any mere mortal.
You have the benefit of some POWERFUL tools!
They are the
10 Essential SuperPowers!
Onward to entrepreneurial victory.**

GO BOLDLY!



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“A Man Walked Into A BAR...

This is not a joke!”

(It's a simple and memorable 4 step sales process.)

“PRESTO! Problem Solved”

TEN POWERFUL TECHNIQUES

find and unlock your Creative Genius!

The Entrepreneurs' SKILLS-shop

Let's be social! Look for Russ The BIG Guy.



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Which Essential SUPERpowers will work for you today?

Start with three! List at least one action item for each that you can put to work in the next 24 hours.

1) SUPERpower _____

Action _____

Action _____

2) SUPERpower _____

Action _____

Action _____

3) SUPERpower _____

Action _____

Action _____