



## EXECUTIVE SUMMARY

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### Highlights

- **You can be anything you want to be; dare to go where others will not**
- There's no such thing as luck, there is only preparation meeting opportunity; **when opportunity knocks, open the door**
- Be aware of the impact you have on others you're working with, but always **stay true to yourself**
- Remember that **no one accomplishes anything alone**
- Purchasing decisions are made on the strength of emotional connection, not price; **focus on connection and building trust**, not on the money
- **Find a business/financial model you can relate to and master it;** you'll succeed faster by working diligently on a single strategy
- **Awards and professional recognition** are nice, but they are **not what matter most**
- Give what you can when you feel you can least afford it; that's when you need its benefits most (**giving makes you feel powerful** regardless of your personal circumstances)
- **Never underestimate the power in "deciding"** to go after something you want no matter how crazy it seems; never let anyone tell you you can't have it
- **Be the success you are, no matter what**

### Top 3 Takeaways

- ALEX:
1. Have an exit strategy.
  2. To create a business built to last, build a brand.
  3. For every bad, there's an equal or better good hidden within it.
- LINDA:
1. There is magic in thinking big.
  2. Always ask "What's the best use of my time right now?"
  3. Perfection is not the goal; excellence will be tolerated.