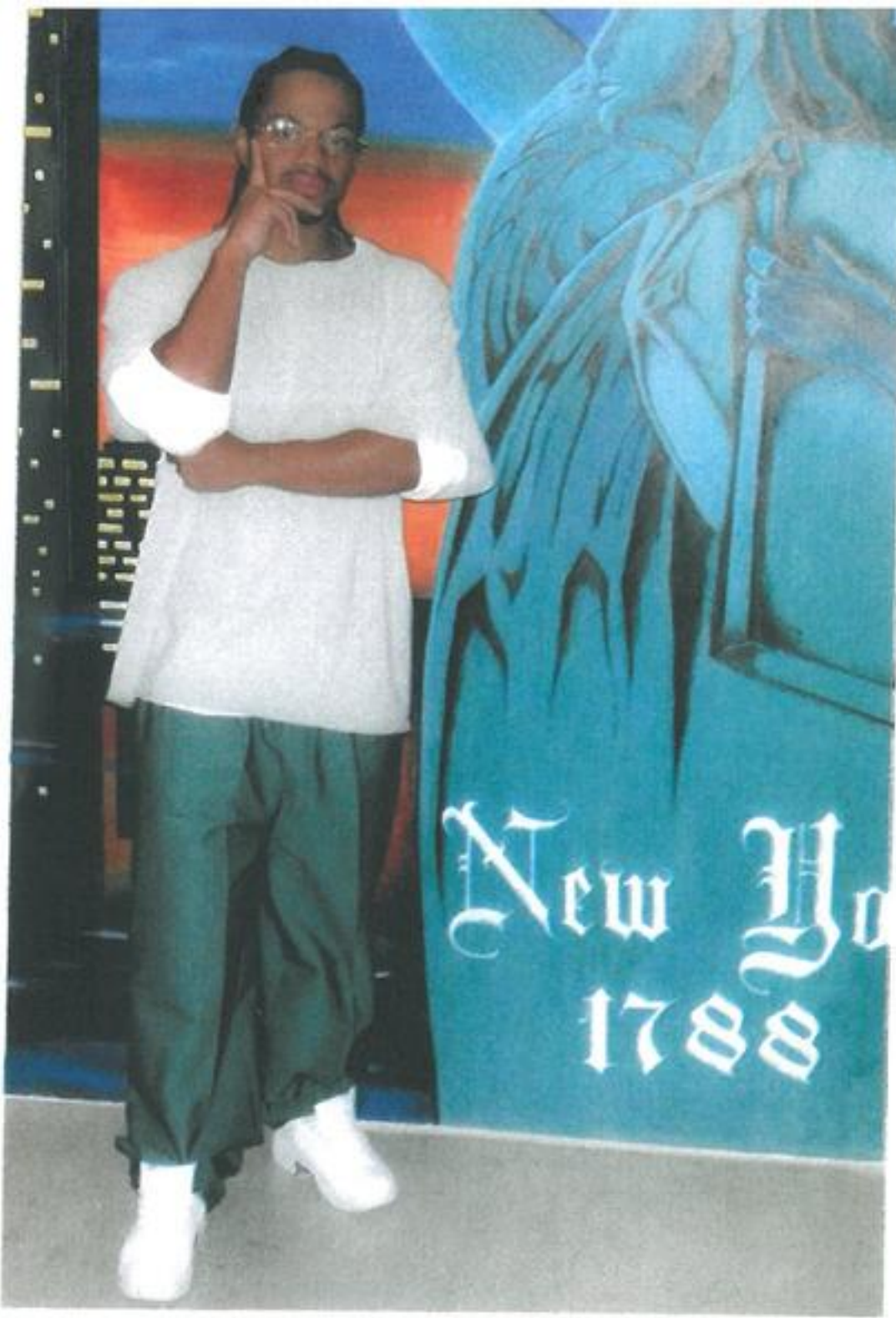


Using Solid Business Principles to Build a Beautiful Romantic Relationship



MISSION & GOALS

All businesses need to start with a mission and goals. The obvious goal is to succeed, make money and maximize profits. However, in order for a business to be successful, your mission has to be very clear, serious and have purpose. A company's mission is a statement to yourself and the entire world of the purpose of its existence. Starting a business that is related to something that you enjoy doing will make it more fulfilling to you. To do something well and effortlessly, you have to really like it. Just like a business, a relationship is extremely important and can be extremely fulfilling if done properly from the beginning. There has to be a purpose to it and that purpose has to be very clear. Just like you wouldn't start a business or invest money with a carefree "whatever" attitude, neither should you go into a relationship with a carefree "whatever" attitude. To truly succeed in both, you have to be serious about it. You have to understand what your mission is from the start. Any successful business person knows that you have to consistently steer yourself into the direction you want to be. If not, you will not have a focus on which to base your direction. If you jump into something blindly, be prepared to have your business or personal relationship wander into whatever direction it takes itself, and usually it will be a negative one. It's like having a magnificent boat and no captain. Most likely that boat will end up nowhere! Have a mission and stick with it!

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