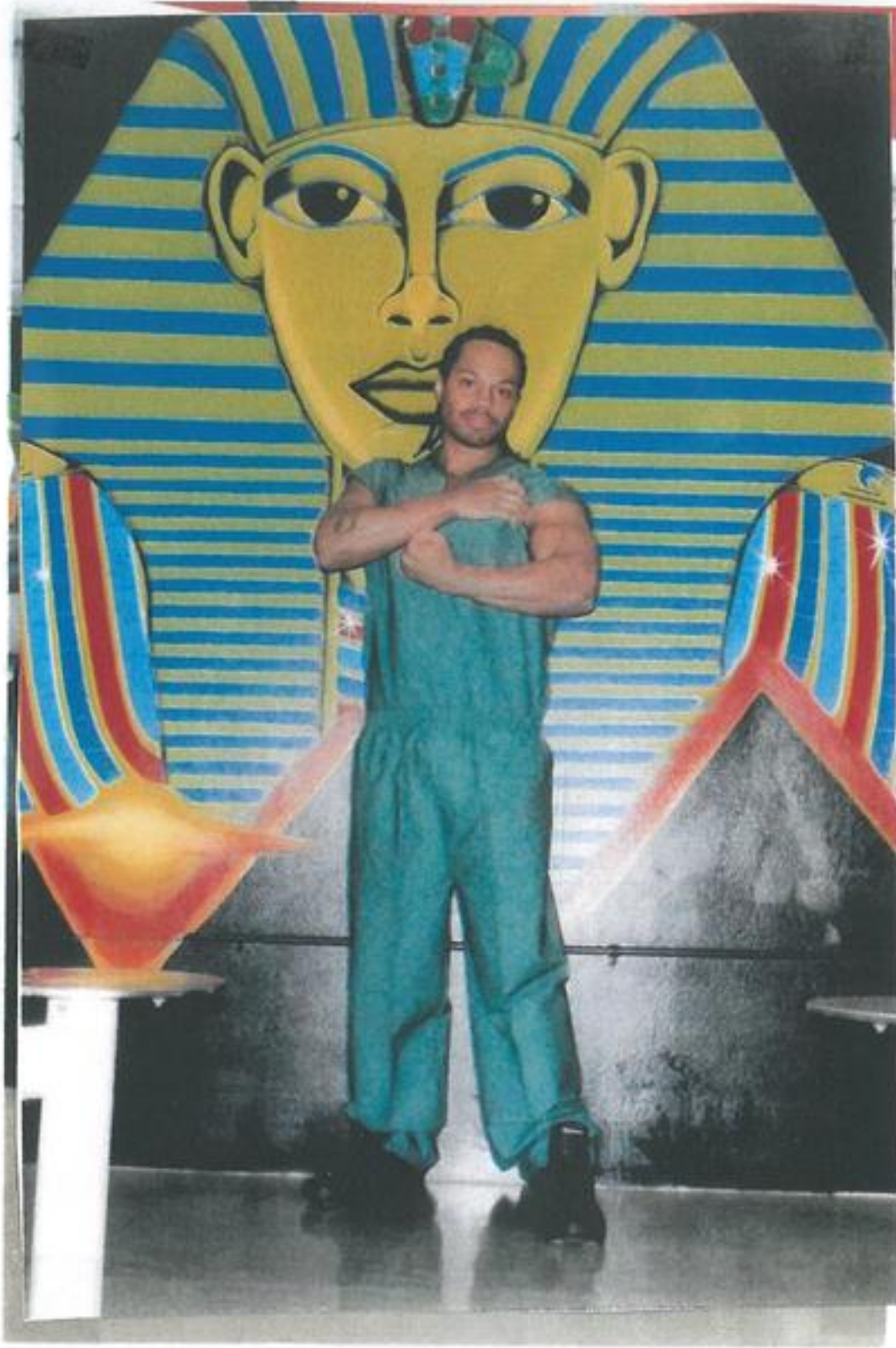


PLANNING

One of my favorite quotes is "Failing to plan is planning to fail". When you start a business, you must have a plan ranging from short-term to long-term goals. Planning also includes budgeting. Expect to spend money to make money. Do your homework. Be informed. Research and understand what you are getting into. This will better enable you to map out a thorough course of action. This will serve as your blueprint. We all know that nothing in life is guaranteed and life wouldn't be life if we didn't have any obstacles. However, preparing yourself for those obstacles will make it easier to stay grounded and continue on the direction that you have chosen for yourself. Planning helps you to stay focused and to be prepared for any bumps in the road that may pop up. Being unfocused is what gets us into trouble. To have a successful lasting relationship, we have to follow the same rules. Starting a business is not much different from starting a romantic relationship. Choose someone that you like, be informed about them, have a plan and stay focused on that plan. If you deviate from your plan, expect to lose. Anything worth having is worth working for, so put in the same quality work in a relationship as you would do a business. If you follow your plan, it might not go exactly as you mapped out, but the rewards will be more fulfilling than you can possibly imagine. You cannot take a "wait and see" approach or let things ride out.

Let's follow the philosophy of Warren Buffett, arguably the world's greatest stock investor, who in 2008 was listed as the richest man (financially) in the world. His #1 rule is Never Lose Money. Interesting how in 2008 he lost about \$23 billion during the financial crisis. Although he lost so much money, he is still among the richest men in the world. How? His philosophy is not about having unreal expectations in life. No one can guarantee that they will always make money and never lose some. He is talking about the business mindset. You do not go into a business thinking that it's okay to lose. You do not go into business with a carefree attitude. He understands that the stock market will swing up and down. Don't our relationships do just the same? But in good times and bad, Warren Buffett has that old fashioned mindset and always stays focused on his goals. In both business and romantic relationships, so should we. Always remember that "failing to plan is planning to fail".



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Think Like a Man