



TIP OF THE WEEK

July 1, 2008

There are a million businesses out there that start with just an idea and a little ingenuity. So many people say to me, I really wish I had my own business. Here's an encouraging tale from a few years back. My friend Bill Matthiesen is a musician who plays in a dance band. At the end of a dance set, they would usually conclude by playing a waltz. But the repertoire was limited and most musicians only knew a few Waltzes. So Bill decided, somewhat for his own edification, to put together a book of about 25 waltzes. It became so popular, he self-published it as The Waltz Book. That book became so popular he has now produced Waltz books 2, 3 and 4.

Like a waltz, it's as easy as 1-2-3. 1. Find a gap. 2. Create a solution. And 3, take it to market.

Fill a need and it might fill your pockets.

1-2-3, 1-2-3, 1-2-3.

51 HOLLAND Good luck. Work **ON** your business. Stay in touch.

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