

# DR. ROBERT GLOVER'S NICE GUYS DON'T FINISH LAST THEY ROT IN MIDDLE MANAGEMENT

## Universal Laws of Business Success

1. You can be the very best at what you do, but if no one knows you exist, you will starve.
2. You can be doing God's work, but if you don't charge enough for your services or your product to make a living at it, you will not be able to keep doing it.
3. No matter what your business, you are primarily a marketer - you never get done marketing.
4. When it comes to building and marketing your business, you don't have to reinvent the wheel. Steal from the best and make it your own - and give them credit where due.
5. Every time you raise your rates, the quality and quantity of your clients/customers/patients will go up. Test this - it is human psychology.
6. Except for narcissists, everyone feels like an imposter and has a fear of being found out when they venture into new territory - you are normal.
7. If you believe in your product, you better own it and be using it - you are its best testimonial
8. Never quit doing your own work. Stay fresh, adapt, and evolve. Never stop learning and trying new things.
9. Spend the bulk of your time doing what generates the maximum income.
10. Pay people to do the things you are not good at, don't enjoy, or is not the best use of your time.
11. Don't try to do everything yourself - delegate.
12. Hustle - always.
13. Don't go it alone. Lone wolves don't survive in the wild or in business. Create partnerships and support and accountability systems.
14. In all areas of life, spend as much time as possible in your sweet spots. Minimize the time you spend on things that are outside of your sweet spots.
15. Create multiple streams of passive income. Find ways to make money while you sleep.
16. Avoid being an hourly worker in every way possible. Hourly workers only have so many hours in the day and are limited in how much they can charge per hour.
17. Whenever possible, avoid giving away your time. Give away product -especially digital product that costs you nothing.
18. Don't put anything on the internet that you are not willing to have stolen or sold by others. Treat all stolen digital content as free advertising and marketing.
19. Change is essential for all success. Keep evolving.

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20. Over-deliver.
21. Keep your word. Your integrity is your most valuable resource.
22. Close the deal.
23. Test, don't guess.
24. Fear is your north star, your true north. It is the most infallible guide you have. Go in the direction it points you.
25. Pay attention to the little things. God is in the details. All success is the accumulation of many little actions.
26. Cultivate good habits and work to get rid of bad habits. Habits are just consistent behaviors over time. One bad habit can destroy you and one good habit can make all the difference in the world.
27. Finishing is the most important thing. Too many people quit just before the finish line.
28. Challenge your fear of success. You'll handle it.
29. There are no mistakes or failures, only learning experiences.
30. Reward yourself and celebrate your successes.
31. Turn every "Oh no. I have to," into an "Oh boy, I get to."
32. Know who your ideal customer is and focus all that you do on attracting and serving him.
33. It's a sin to say "No" when you should have said "Yes."
34. If it's not a "Hell Yes," it's a "No."
35. Opportunities are like busses, one comes along every 15 minutes.
36. Avoid deceptive productivity.
37. You don't have to do it all right now and you don't have to do it perfectly, just do the next thing required.
38. Fail frequently, fail forward, fail fast.
39. Being a good ender is an essential skill for success in all areas of life.
40. There are two kinds of good jobs. The first pays you for doing what you love, the second pays the bills so you can do what you love.