

GENIUS NETWORK™ HOT TIPS SHEET

- “Success is creating something that I can be proud of.” It is creating something that really makes a difference, that maybe shakes up whole industries and actually results in people’s lives never being quite the same again, and hopefully, for the better.
- With wealth comes extreme responsibility. The problem with capitalism is that a few individuals become extremely wealthy.
- **A Social Entrepreneur:** Someone who uses their entrepreneurial skills to tackle social problems.
- *Be extremely careful not to criticize people.* Make sure you look for the best in people and lavish praise on people.
- *The absolute key is being a good listener.* Do something about the suggestions that your staff will tell you.
- *You have to be a good delegator.* You’ve got to try to find people who are better than yourself to delegate to. You’ve then got to stand back and give them a lot of freedom to make mistakes, as well as to make good things.
- It’s important to realize that if working is 80 percent of your life, it should be fun. You can take certain aspects of business seriously, but once you’ve dealt with the safety issues the rest should be fun and can be fun.
- As an entrepreneur, you’ve got to love a challenge and you’ve got to be willing to push the limits beyond what other people think is impossible. Never accept no for an answer. A successful entrepreneur just loves to prove people wrong.
- **Get your brand on the map.** Getting your brand or your company’s name out and about is absolutely critical, particularly if you’re a consumer-oriented brand. You have to be willing to use yourself, as well as your dollars you spend on advertising, to get your brand on the map. Often a good PR story is far more effective (and cheaper) than a full-page ad.
- Have a “yes” mentality. You’re going to get so much more out of life if you just say yes at every opportunity.



“I just don’t want to waste a minute of my life.”
- Sir Richard Branson

BIG IDEAS/INSIGHTS I gained from this interview:

IDEA	How can I leverage this idea to my benefit?

ACTIONS I want to take based on these ideas:

ACTION/GOAL	Steps I can take right away to move on this?
Deadline: _____	
Deadline: _____	
Deadline: _____	

Recommended Resources:

- **Websites:** www.VirginUnite.com, www.JoePolish.com/RichardBranson
- **Books by Richard Branson:** *Losing My Virginity, Business the Richard Branson Way*

Other Recommended GN Interviews with Joe Polish:

- [Bill Phillips, \(Body For Life\) “An Interview with Bill Phillips”](#)
- [Brian Holloway \(former NFL Superstar\) “How to Overcome Obstacles & Achieve Massive Success”](#)



For more **Genius Network™ Interviews** by Joe Polish with experts in the fields of business and personal success - visit www.GeniusNetwork.com.

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