

Explaining a dream thought process to help our grand children with common sense!

I am a product of the forties and fifties generation in which we were told to get a job in manufacturing and you would be set for life. In 1954 at the age of sixteen I started working to being a machinist in 1960. For having to always work two jobs to support six children in the first marriage and two stepdaughters in a second marriage I was under the impression the American dream could be realigned by making a product. In 1986 I had the numbers in seniority and age with the union and shop to retire. Unfortunately within two years there was nothing left but the pension guaranty corporation? I have learned from the school of hard knocks to survive and have learned only 2% of entrepreneurs ever really make any money from their endeavors.

To look for needs is not easy, creating income takes sacrificing personal and family time. In today's society everyone wants someone else to do it for them. Common sense is not common anymore as it was in past generations. What created the manufacturing age were workers creating and improving products and services that now belong to the global economy. It was the individual employees who perfected sales and upgrades to create the quality of life we now enjoy. It is a shame that the great, great, great grandchildren of these people cannot benefit from the intellect they created for our quality of life today.

Family life and the manufacturing age values I grew up with are now in danger! Today I believe the over educated liberals do not understand what have and have not's mean? What is needed in society is to understand human nature.

Our country will go as other civilizations have gone in prior years without respect. The legal system created legalized rights and without respect we have adult schoolyard bullies as neighbors.

Today we have educational lifetime debt. Every human needs a quality of life goal like our forefathers. Children are born without a commitment of a mother and father as parents. Without respecting themselves they do not respect offspring, family or their neighbor.

To my fellow entrepreneurs this is to explain the pure profit concept of capitalism. To create jobs you need to go back to the actual neighborhood by helping an individual that sees a need and creates income for themselves by doing a service or selling a product. In today's complex world they need guidance from the entrepreneurial community in mentoring using succession skills that the Mentor learned the hard way. A dream of self employment with the guts to stick to it is not for everyone.

Less than 5% of the population has the skills and guts to work towards a dream without income. For the entrepreneur of the past was a person of common sense. He/ she looked

for income to create a quality of life for themselves and family first. Today 95% of the population is looking for someone to do it for them, creating a society with you owe me I am first attitude.

What I am proposing here the government cannot do with money by itself; Start up without handouts can be done by entrepreneurs in their forties, fifties, sixties because teaching the younger generation what they know is birds of a feather banding together.

What is being created here is a network distribution to help future generations. You need to be able to envision income from a need, create that income and then network within this concept. Entrepreneurs in their forties, fifties, sixties have achieved the quality of life they wanted and need to envision this as a way of giving back to the past generations that created the society that gave them their opportunity. True entrepreneurs will always find a way to educate themselves but need guidance from those who understand them and their dreams. This can be retirement income with the kid that was you next door

I have here a concept and way to do something to create jobs. Unfortunately we live in a society that thinks you need money and a college education before you can create a need and service it. I may be a retired old factory worker wanting to give back to all those who created the fifties and sixties society. The factory workers created the products that went to China. All they got was a watch for their intellectual contribution to their workplace. Companies only want profit and forget about the workers and families that are living paycheck to paycheck. Corporations have created a global economy unfortunately your next door neighbor and relatives cannot find income or a job. To create consumption they need a job and the opportunity whether at the high school level or college.

Sorry, I have dementia and it is not easy to communicate using a keyboard. You may find some things are hard to understand even after I have done proof reading.

Bob

How I was schooled in hard knocks for creating jobs!

#1 Child of forties and fifties generation.

#2 In 1954 at the age of 16 I started working to become a machinist in 1960.

#3 In the sixties with six children I worked my factory job and created income from needs of those who wanted services beyond their skills which I based on an hourly rate.

#4 of 32 years 25 was spent on the second and third shift. Having divorced in the 70's and meeting family obligations I created a business with a brother.

#5 In 1986 manufacturing ownership changed & forced to retire or lose 32 Years invested

#6 The idea was born of a rocker and I started to create my entrepreneurial dream.

#7 Made Rite Rocker Inc. / 1987 Chapter S Corp. / Entrepreneur to Inventor /

#8 I was under the impression that the machine's needed to bend, drill and part's required could be purchased on the open market. As anyone that has tried this route will tell you it is not the case. My goal was to be in production in less than five years. It has taken eight years 1987 to 1995 to maintain the income base and build all the tools needed

#9 The aluminum frame is designed for the six foot five whose body weight ranges between two hundred to four hundred lbs. having a benefit of total body movement for exercise.

#10 In 1994 I went to the Eastern states exhibition for the camping community. I piggybacked working with the local RV parts dealer to display and get feedback from the public on the chair.

#11 In 1995 I went to Teikyo Post University in Waterbury to make this product a class project. Only two out of twenty had the eyes to be an entrepreneur(no help)?

#12 During 1995 / 1997 went to camping trade shows, air shows & fairs and campgrounds all over New England, NY, PA, learning what the customer needed: I also piggybacked with a monthly camping newspaper to show my chair and in promoting campers monthly. I also piggybacked at facilities of Longview RV superstores and at the big E display area.

#13 We enrolled as a CT medical equipment supplier in December 6 1996 for Medicaid services and general assistance. I noticed a chair in Kmart that was a prior art that was plagiarism from the cushions MFG I correspondent with in 1997 (no capitol for legal issue).

#14 1997 / 2001 I found cost of production was too high for a leisure product due to imports and manufacturers could no longer compete in this country. Then I concentrated on medical area of research and development.

#15 From 1999 to 2001 Steve Koffman was interested in my product. I let Steve take one of the medical units to do an evaluation in the New York medical area. In the making was not open to his involvement and this contact was then put on the back burner.

#16 During 1999 eight units were placed in a rehab & convalescent homes. Seven were sold, five to the rehab unit and two for bedside units after they were in use for eight months. This was in collaboration with Sharon Hebb, RPT. She became the secretary of Made Rite Rocker Inc for 2001- 2004. First contact was February 3 1999 when she purchased a standard rocker for her brother in law living in the state of Washington.

#17 Everything to date has been done without liability insurance through Sharon. She offered the Skilled Nursing Facility Free Use for Research and Development with immediate redesign for problems they would have. Out of eight units tested, they purchased five for their adult Day Care clients, two in the Skilled Nursing Facility. 11-21-99 This is the results of eight months of use.

#18 The owner of Industrial Management and Training Institute introduced me to Engineering Director of Naugatuck Valley Community- Technical College. He was interested in the chair also and signed a non-disclosure form. After evaluation he felt that the liability exposure was excessive due to his assets.

#19 IMTI of 233 Mill St. WTBY, CT Introduced In The Making, in the spring of 2000. The reason was that In The Making a non profit was a tenant and they needed work.

#20 2000 /2003 In The Making was to bring the Made Rite Chair to market. They were to do marketing and sew the adjustable fabric. I was to build the metal frames. Naugatuck Valley Community- Technical College 750 Chase Parkway Waterbury, CT 06708 This was an incubator program for small Co.'s that are struggling with lacking resources, facilities, financial support etc

#21 Made Rite Rocker and In the Making collaborated in a community effort for jobs within metal & fabric manufacturing. In The Making goal was to obtain the fabric portion of bring this product to market.

#22 Together we proceeded to place units for evaluation in religious rehab & convalescent facilities. Creating feedback for evaluation and sales market feasibility.

#23 On 7/10/00 we had an exploratory business plan with N,V,C, Technical College Director Ray Costilloui & Assistant Director Dan MacCarthy. This was an incubator program for small Co.'s that are struggling with lacking resources, facilities, financial support etc. Other professors Mitch Helmes and Jim Smith PT.

#24 Sister Rosemary & Sister Marie of In The Making, attended the first meeting with Sharon Hebb, RPT & Robert St. Germain as a marketing exploratory business plan evaluation. Sister Rosemary attended all other meetings. At that time there were chairs in four rehab & convalescent facilities, seven units.

#25 State of Connecticut Dept. of Social Services. Provider Workshop & EDS Training Session 9/27/2000 attended by Robert St. Germain. SADDMERC this is an anarchism for Statistical Analysis Data of D M E Regional Carrier. Ask about K Codes for new devices and how this can be done to get at FDA approval and registration.

#26 Last meetings at N.V.C.C. 5/15/2001 Talked about renting not selling chair at this time. Told Dan about meeting with Jim Smith PT on 4/25/2001. He could make a case study to present to the state PT group. Sister Rosemary has a contact to have the leading OR doctors in two weeks Dr Kristie Keegie . We need to lock in the people for PT case study? Stated I am now looking into legal rental contracts.

#27 Meeting at Waterbury Hospital Fri 6-8-2001 at 10:00 AM. with Dr. Kristaps J. Kaggi and staff.

A 7-11-2001 letter from Dr. Kristaps J. kaggi which was a Referral from Midge Baldrige to Sister Rosemary McKenna. She is the widow of Malcolm Baldrige the former secretary of commerce under the Reagan administration and purchase a Made Rite Chair customized to her needs.

#28 Meeting at N.V.C.C. 5/1/2001. Comment is we need all the free help available.

Phase #1 June 15 to 30 Time line for 20 complete units.

Phase #2 Mitch Helmes / Two page Marketing plan rough / Can he do a market study or survey on hip replacement & bedside chair / Stopped in to his office to request time one on one. Left E-mail address Time line by June 15

Phase #3 Ray Costilloui will set up a parts history / pricing factor. tea roo

Phase #4 Set of MFG. Prints (Fall auto Cad Project.)

#29 Meeting with Ray Costilloui and Robert St. Germain at N.V.C.C. 5/21/2001. Ray & secretary signed nondisclosures statements. Talked about renting not selling chair at this time. Gave him new brochure. The LLC needs to control the distribution of sales & service. This will be a regional rental distribution center. With replacement chairs & kits for repair. (Enumerations based on chairs) The package has to be in place for a profitable franchise designed to share profit with the community. Customer Satisfaction Survey sent out 2/22/2001 to all listed sales 1995 to date. This was completed on 4/9/2001.

#30 Saint Francis Medical 337-339 East Main St. Waterbury, CT 06702 Meeting was with William Ray President / 7-27-2001 / 10:00AM and Robert St. Germain & Sister Rosemary

M.R.R. Inc. Board Meeting on 1-16-01 The year 2000 quarterly meeting was held at In The Making 233 Mill St. Waterbury, CT 06706 at 5:30 PM with President Robert J. St. Germain Sr., Sharon Hebb and Sister Rosemary McKenna.

M.R.R. Inc. Board Meeting on 4-23-01 at 7:30 PM at Sharon's

Attended by Sister Rosemary, Sharon Hebb, Nicole Simmons, Robert J. St. Germain

M.R.R. Inc. Board Meeting on 5-15-2001 at 7:30 PM at Sharon's

Attended by Sister Rosemary, Sharon Hebb, Robert J. St. Germain

Score Meeting in 5-2001 at Wtby library

Attended by David Johnson Score Counselor, Sister Rosemary, Robert J. St. Germain,

M.R.R. Inc. Board Meeting on 6-12-2001 at 7:30 PM at Sharon's

Attended by Sister Rosemary, Sharon Hebb, Robert J. St. Germain

M.R.R. Inc. Board Meeting on 7-27-2001 at 2:30 PM at In The Making Inc.

Attended by Sister Rosemary, Sharon Hebb, Robert J. St. Germain

M.R.R. Inc. Board Meeting on 8-29-2001 at 7:30 PM at In The Making Inc.

Attended by Sister Rosemary, Sharon Hebb, Robert J. St. Germain

M.R.R. Inc. Board Meeting on 10-11-2001 at 6:00 PM at In The Making Inc.

Attended by Sister Rosemary, Sharon Hebb, Robert J. St. Germain

M.R.R. Inc. Board Meeting on 1-17-2002 at 7:00 PM at Sharon Hebb / Naug..

Attended by Sister Rosemary, Sharon Hebb, Robert J. St. Germain, David & Dawn St. Germain, Barbara Schwaitz

#31 Score Meeting on 1-31-2002 at 1:00 PM at Wtby library

Attended by David Johnson Score Counselor, Sister Rosemary, Robert J. St. Germain,

#32 Score Meeting on 2-14-2002 at 1:00 PM at Wtby library

Attended by David Johnson Score Counselor, Sister Rosemary, Robert J. St. Germain, Sharon R. Hebb,

#33 Sister Rosemary: Were going to be looking for an angel. I have an attorney that looked at the structure but is not an expert on corp. law. He stated to line up everything that we do and what we want to get out of it. Then form some type of agreement. He was very leery for us to form any L.L.C. or partnership or anything. A separate entity with a written agreement

#34 M.R.R. Inc. Board Meeting on 2-21-2002 at 12:30 PM at In The Making Inc.

Attended by Sister Rosemary, Sharon Hebb, Robert J. St. Germain, Marketing Donna Gentitozzi

#35 Sister Rosemary accepted the office of vice president. Sharon will now be secretary, she was Vice Pres of marketing.

1. Where do we go from here?
2. New Wedge Frame Design.

#1 – Potential customers. / Define market / market research & survey /

#2 – Product evaluation / ascetics / attributes / Adjustments /

#3 – Hip Replacement / Medicaid / Bedside / Ergonomics for Computer market?

#36 Business Relationship between In The Making and Made Rite Rocker terminated on 6-18-2002 with the contribution to in the making for their participation.

#37 From July / 2002 to April / 2003 the operations for sewing were relocated to 44 Gorman St. Racks and tables with support equipment were built for the Made Rite Chair. A fabric cutting table was constructed in the basement of my home in Waterbury. This was needed to supply fabric with a sewing facility in Naugatuck. During this time all the frames were available but the fabric research and development dimensions with templates had to be made and tested including the chart to select the appropriate Rocker on the customers physical dimensions.

#38 April 2003 to July 2003 a Linda Ball - Marketing Expert in Meriden was involved in FDA inquires as to status of Medicare reimbursements and waited until I got out of the convalescent home to give me the news that the code and number was A9270 Non-covered item or service. On October 1, 2003 we received our registration number 3004050562.

#39 During the time I was waiting to learn how to walk again came a notice of cancellation of renewal stating the reason was class of business on June 17, 2003. I believe this was due to the fact that I was no longer involved what a nonprofit organization. The premium was \$1446 for 2001 to 2002 and was \$1449.76 for 2002 to 2003. The premium jumped up to \$3725 with the same agent. This would be a new policy going in a risk pool. Then I proceeded to find all of the caregivers and professionals within a 20 mile radius by using the Internet. I cannot do what I did before the accident. I needed to get 30% compliance for this marketing effort of rental service to work before I would be able to hire people on a part-time basis and this didn't happen. The liability factor within the medical community needs one-on-one marketing within each and every office. This is to build up referral credibility after patients expressed satisfaction. I believe that after servicing a few of their patients this would work as a referral system. What is needed is proper liability coverage and financial backing to continue this entrepreneurial journey to help people.

#40 Today in 2112 I can only look into building custom chairs with registered serial numbers to supplement income with a hold harmless agreement. The need is to learn how to do social marketing, All orders will have a lead time because of elderly physical reality of being 74 Years old.

#41 I have concluded what is needed for jobs and the reason for its use.

- #1 **Respect for family values and neighbors needs for quality of living.**
- #2 Go back to understand what the 1940's, 50's & 60's was in respecting each other as family units raising children.
- #3 **Look at needs instead of waiting for someone else (no-guts).**
- #4 Create incomes with part time involvement in needs.
- #5 Can this turn into fulltime income?
- #6 **If you could trust a distribution network would you franchise?**
- #7 How would you go about the legal services needed?
- #8 Computation on what makes this unique and is there a volume for jobs?
- #9 **Who can help you that has the experience and wisdom of understanding?**
- #10 How about a mentor within a distribution network?
- #11 Has this person been an inventor or business owner that has fire in the belly?
- #12 **Have they tried every avenue to get around obstacles or objections?**
- #13 Do you feel they will take advantage of you, steal your ideas?
- #14 Would they sign nondisclosures statements?
- #15 **What if they were a Corporation working with you to create income?**
- #16 Would you pay for a years membership with monthly meetings?
- #17 One on one consulting with creating % of profits from distribution?
- #18 **Would you share % of profits? After costs and income?**
- #19 Would 15% of profits to this mentors Corporation be to much?
- #20 Distribution creates global profits over the internet would you share?
- #21 **How much education is needed to become a member?**
- #22 Do you have the fire in your belly to go the full life cycle of a need?
- #23 Is a Corporation is the legal equivalent of a person?
- #24 **What if a Corporation owns all its own stock and the CEO cannot?**
- #25 What if a CEO only gets income from his/her creativity in mentoring?
- #26 How much income would it take as a social environment (birds of a feather)?
- #27 **Would 55% of Profits that he/her takes in be enough?**
- #28 Would 15% of a members global profits be worth the mentoring?
- #29 A Corporation can die without his/her creativity in mentoring?
- #30 **Would not having exclusive territory be bad for a CEO?**
- #31 How many areas is a CEO able to mentor in (unlimited)?
- #32 Can someone with only a degree understand and create profits by mentoring?
- #33 **How can I become a CEO within this network?**
- #34 Entrepreneurs knows how to work for future income, can you invasion this?
- #35 Can you afford to create a Corporation that will be part of this network?
- #36 Can you market and convince others in other zip codes to join you?
- #37 **Will they be willing to form a board of directors with you (have monthly meetings)?**
- #38 Will you inform them of no exclusive territory meaning open competition?
- #39 What is their expertise on helping you to overcome what you need to learn?
- #40 **Only 1 in 20 members would have a product or service (discouraging)?**
- #41 Can you realize income as you mentor and evaluate their needs?
- #42 What other persons are needed within your Corporation?

- #43 Understanding your startup costs are paid back from % of Profits?
- #44 Do you understand the Corporation is not yours to sell?
- #45 Do you understand 55% of profits as long as you are CEO?
- #46 Do you understand there is no free lunch?
- #47 Do you understand a lotto to the members and their employees?
- #48 Do you understand the option of becoming State, Country, Region CEO?
- #49 Do you understand entrepreneurial freedom for choosing your own board of directors for your corporation (passions, & commitment)?
- #50 Do you understand working the lotto system for each and every corporation regardless of where it is in the network?
- #51 Do you understand every corporation within the network is a CEO depending on his income for his profits?
- #52 Do you understand without respect for every human being and having the me myself and I attitude will be failure because of what comes around goes around?
- #53 Do you understand I am a victim of the legal system for working to keep alive the American dream as an entrepreneur?
- #54 Do you understand the school hard knocks within the educational system?
- #55 Do you understand to the difference between a birds of a feather mentors and educational system?
- #56 Do you understand the quality of life issues for the family and community?
- #57 Do you understand human beings are role models good and bad that need their peers to monitor their behavior before the legal system creates income?
- #58 Do you understand I am a victim of the political system in helping the neighborhood elderly was convicted without a trial and then put on trial for punishment?
- #59 Do you understand I am the victim of neighborly bullying and perception of being wealthy in a court trial from a brother looking for revenge and control?
- #60 Do you understand I have lived from month to month to maintain my passion for my American dream and am now in my 27th year of being a workaholic?
- #61 Do you understand at 74 I have one foot on oil and the other one on a banana peel going forward?
- #62 Do you understand it is now up to 5% of the population using common sense as entrepreneurs and working together to accomplish what I have placed on the Internet?
- #63 Do you understand to I am now in gods hands and everything on the Internet is available for entrepreneurs under a % of profit created by their passion?

Only the elderly understand where the school of hard knocks comes from (LIFE).

Entrepreneurial Planning Pitfalls

Executing management activities before they're creating an income from a needs innovation is an earmark for successful Job creation. Mentoring will guide the innovators income and creating jobs. Entrepreneurial vision on needs being among the biggest challenges facing today's job creation, the discipline of creating Entrepreneurial activity between understand income, strategic planning for distribution and supply of critical components, to ensure that you have the appropriate job creation mix three, five or ten years from now has become our countries most important responsibilities.

PITFALL NO.1: EXPECTING OTHERS TO CREATE OPERTUNITES FOR JOBS

Yes, you read that correctly: Entrepreneurial mentoring is needed by the CEO/franchisee. After all, the goal of Entrepreneurial planning is to reduce the risk to business strategy execution associated with innovators capacity, capability and flexibility. The CEO/franchisee for Entrepreneurial mentoring is the business strategy; therefore Entrepreneurial mentoring should be the innovators guiding Entrepreneurial business units. The business units are responsible for the success or failure of their strategic plans, and the human capital requirements of the strategy are no less a part of their responsibility than the financial, technical, operational or other requirements. The CEO/franchisee structure does play a critical role, and that is one of stewardship. CEO/franchisee Managers need to be the content experts and consultants in the Entrepreneurial mentoring process, articulating the value, providing knowledge of the necessary tools and processes, and driving accountability. CEO/franchisee Managers must ask challenging questions that compel innovators to think about what drives needs in their Entrepreneurial demand, and help the business translate its strategies into human capital needs. CEO/franchisee Managers must also ensure that the required distribution network is delivered within the state's board of directors before it can go worldwide. Success requires the expertise of both Entrepreneurial leaders and innovative mentors – which may mean that new competencies should be developed within the network players.

PITFALL NO.2: FAILING TO SEE THE BIGGER PICTURE

CEO/franchisee structure planning is a strategic exercise, not a short-term income budgeting endeavor. The goal is to direct Entrepreneur's to create future distribution activities of their projected needs; this will ensure talent CEO/franchisee mentors to prepare the future innovators to execute Entrepreneurial objectives. As a rule of thumb, the time frame of the forecast should be equal to the time required to source and fully evaluate the needs of an Entrepreneur. This is usually somewhere between one and two years of part time activity. Of course, there are exceptions that often need to plan ten years or more into the future of a product cycle. It is also critical for the Entrepreneurial plan to estimate the impact of business changes that are expected to occur beyond the forecast time frame. Everything has a cycle before something new takes it's place.

PITFALL NO.3: TRYING TO RUN BEFORE YOU CAN WALK

Attempting CEO/franchisee Entrepreneurial mentoring for an entire organization in the first iteration will almost certainly become overwhelming and limit creating successful NEEDS. Starting small - with five to ten critical Entrepreneurial needs to be explored, for example – is recommended, allowing time to refine the process before expanding State-wide. It typically takes three Entrepreneurial needs planning cycles to understand how to make the process work effectively within the CEO/franchisee mentors culture and planning cycles.

Additionally, starting small will help build internal credibility and solidify support. And, as CEO/franchisee mentors expand members products and services to include more imitative roles, Future software can be created to help make the overall process easier and more transparent for a wide set of innovators with evaluation of needs they see, resulting in a better partnership and the ability to deliver on the desired outcomes.

As a CEO/franchisee you will need to implement Entrepreneurial innovation in needs planning and have to seek out business units in that category and convince them of the value of the need. Once Entrepreneurial innovation planning had run successfully for a few CEO/franchisee mentors, others will approach in other areas and states requesting the process. Tomorrow, that CEO/franchisee member will have constant demand from the distribution network from across the state & country, with universal acceptance of the process and the value it delivers.

PITFALL NO.4: TALKING IN A DIFFERENT LANGUAGE TO THE BOARD

CEO/franchisee mentors must be able to translate the impact of the Entrepreneurial innovation plans into financial value and business success. This enables members to make innovation decisions based on the same criteria used in other areas of strategic planning. It also demonstrates the value of the Entrepreneurial mentoring planning function, building credibility and support for the process going forward.

A CEO/franchisee mentor can build its corporations income around these metrics, augmenting decisions within distribution and profitability predictions. All CEO/franchisee mentors will hold monthly meetings as a board of directors to discuss the implications of corporate strategies on costs and how risks can be mitigated.

However, society needs to understand that needs that are envisioned create jobs, large organizations struggle to quantify this concept because of volume and profit outlook, making it impossible for educational management to understand the value of Entrepreneurial mentoring in needs first by the individual that are envisioned them and then to create the business of job creation.

CEO/franchisee mentors will need to be able to answer questions about their member's innovation plan's return on investment (ROI):

- What are the costs associated with their member's innovation of needs in critical job roles, in terms of both lost and created revenue, missed deadlines or increased contractor costs?
- What are the estimated costs and savings of needs in distribution, in terms of reduced training and talent acquisition costs?
- How much return will be recognized from an investment in tools or training to enhance productivity and reduce the overall job workforce demand to be profitable?
- What savings can be realized by developing jobs internally within the network rather than recruiting externally?
- What impact does a local market have on the total cost of quality of life workforce into the future?
- How are the costs of labor going to change in these markets?

PITFALL NO. 5: FALLING AT THE LAST HURDLE: IMPLEMENTATION

The most important element of CEO/franchisee mentoring is putting in place the processes to bridge the gap between current Entrepreneurial innovation (supply) and future needs (demand). Too often, the Entrepreneurial innovation plan becomes an academic exercise, without mentoring another Entrepreneurial activity or innovation will grow dusty on a shelf and never get to become jobs created for local community's economic future.

Organizations that start too big exhaust themselves and often do not even get as far as developing the right strategies. Some develop strategies, but do not move to the next step to create and implement an action plan. In other instances, Entrepreneur develops strategies without input from the local community, and the necessary financial help or buy-in does not exist.

To avoid this pitfall, each Entrepreneur need should have the owner and mentor accountable for seeing the plan implemented. This CEO/franchisee mentoring will manage the outline of specific tactics, time frames, budget, and check-in dates and, most importantly, a set of metrics for monitoring progress. The state CEO/franchisee mentoring board of directors should be briefed periodically to evaluate the success of the strategies and to make recommended adjustments where necessary.

PITFALL NO.6: PLANNING WITHOUT THE RIGHT SKILLS

Entrepreneurial mentoring planning is a business process that requires a unique blend of skills and capabilities. At the core of CEO/franchisee is the mentor's business strategy, so the core capability of a successful mentoring must be business acumen. Finding people with these attributes is difficult and finding people who have these skills and previous CEO/franchisee mentoring experience can be even harder. This is the primary reason why Entrepreneurs get started with outside consultants, who train owners and the business in workforce planning, provide technology and support the first few planning iterations. Once the process is in motion, the expertise will develop internally, and companies usually find they can successfully manage the process independently.

CEO/franchisee as mentors will continue to grow as a critical element of business success. It will be important for Entrepreneurial needs owners to understand how the process works; they will articulate the impact and how to avoid the common pitfalls. This will enable those who see the Entrepreneurial needs to focus on what really matters: having the right people, in the right place, at the right time, at the right price to execute business strategy to create income and jobs.

Social Media

dedicated to
business strategies
social marketing
to the next level.



No one has
everything, and
everyone has
something

be protected From
misfortune that befalls
business strategies

Do the things
you enjoy doing

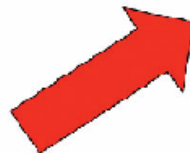
Make the best
of your
circumstances.



*Part Time CEO/Franchise
Local Area Zip Code Corp.
Innavators Distribution
Network % of Profit CEO
Job Creator & Membership
& Partner for Future
Generations of Jobs*



*State Network of Part Time Innovators as the Board of Directors by Zip Code
Innovative knowledge passed down to younger generations to create New
Opportunities for training & Overseeing Zip Code Member Innovators*



*Local CEO?franchise earn 55% of
profit*



*Membership to a local CEO/Franchise that are under contract to
create Trust & Credibility within their business dealings of
products/services.*

*Social Media End-User feedback is addressed by the State board of
Directors and posted on the Internet.*

*Membership is terminated for 2 Yrs when Trust & Credibility contract
is violated 3 or more times.*



*State Corporation
will have diffrent
catorgerys.*

*Appointed CEO's act
as board of directors.*

*Oversing State Network &
Distribution to other states*

*Every CEO/Franchise within this state
Will send 41% of earnings for R & D.
Benefits will create & support Patents &
Intellectual properties. This will maintain
local control about global ownership.*



*Having a membership
website will educate and
expose those that are not
truthful and create
credibility in all behavior.
Local, State and Country*



*Pure Capitalism under a % of profits
First within your State then Country.
Dreams will go Global and that's will create a
better quality of life.*

How to educate and create jobs:

#1 Learn about compliance instead of consumption.

#2 Create business competition with integrity and trust at the end user level.

#3 Understanding human nature in greed and selfishness:

#4 Create quality of life by trusting in your fellow man for business needs.

#5 Distribution with quality instead of consumption will create a quality of life for the middle class.

#6 Society needs to focus on the end user to create trust and understand the difference between consumption and distribution.

#7 Consumption benefits the big corporations and government.

#8 Innovators need to educate for job creation so that the future generations will inherit their knowledge.

#9 the family unit has diminished because of economic.

#10 the social network is fundamental to human beings.

#11 we start in grade school creating friends to be accepted.

#12 as time goes by association's can become gangs for protection.

#13 First family, sports, hobbies, neighborhood groups and school these are family roles that we want our children into.

#14 today we all know how our society has suffered because of economic needs.

#15 the middle class person needs to embrace a concept to create trust with the environment to enable jobs created by the innovator being in control to work their magic.

#15 this is the social network of the innovators and inventors.

#16 in tomorrow's world you can socialize and look towards creating a business and not be alone or as I was before the Internet and social media.

#17 Birds of a feather flock together and this is why by using the social media the middle class can create a depository of intellectual property with realistic royalties for future generations.

#18 this will be their hobby of getting together with others (board of directors) that have the same outlook and expertise. By creating a part time hobby/business to stop abuse and create trust for the end user.

#19 by creating thousands of corporations and hundreds of board of directors that are totally controlled and register within each state, their residents can accomplish job creation.

#20 A global financial groups cannot control innovative individuals that are their own board of directors. Individuals are CEO's in charge of a corporation as well as a member of the board of directors for protection to create income within the network as a part time hobby. It's like a club group with social benefits for future citizens to create the quality of life that we have enjoyed.

#21 I believe the generic network can be accomplished after the medical end of life concept for the elderly is created in each state.

Small and midsize firms that you create will drive innovation and challenging the big boys.

Innovation in the medical device industry usually goes from the bottom up, and most cutting-edge R&D isn't developed by the big boys; it's acquired. As innovators you can keep it in the country/state and create a percentage of income before going global. It's a high-value and crowded market, with so-called "big guys" jostling for position.

" A "joins 'em to beat 'em" approach is how privately held independent companies outside of the United States look for acquisition to become the largest independent medical company.

The Entrepreneurial distribution Network is the job creation opportunity for creating product/service portfolio to improve the aging family member quality of life. Our goal through new solutions for the aging middle class is creating improved products and techniques solutions.

This opportunity will reach 50 international markets once you have perfected the end of life quality/products and techniques with Internet social credibility.

This distribution Network moves you into position to be able to create generic products and services to enhance your state's future and job creation.

As entrepreneurs, innovators you already know that people create/buy for emotional reasons. No matter how great a product or service is, apathetic innovators will simply dismiss it. You need to tap into their emotions if you're going to convince them that they need our distribution network.

By manipulating the pleasure and pain triggers in your society needs, you will be catching their attention, and encouraging them to act (either to rid themselves of the pain in job creation, or to retain feelings of pleasure in creating jobs for future generations.)

Here are some tips for injecting pain and pleasure into our job creation messages:

- **Tell stories-** people immediately connect with stories. If your story relates to an experience your job creation prospect has had, they will immediately be reminded of the feelings they are fighting to avoid, or the feelings they'd love to feel again.
- **Make your prospect imagine distribution** - the mind is a powerful tool. Asking your job creation prospect to visualize sets a stage for you to present painful / pleasurable business situations. Tap into past experiences, or create hypothetical ones. When it comes to emotion, your prospect's brain will not make a distinction between fact and fiction.
- **Be confident in your job creation product-** when talking about their product/service, don't say what it might or could do for them. Explain what it will do. (Remember, your job creation prospect needs to get rid of their pain or acquire pleasure as soon as possible. They need a guaranteed solution!)
- **Use the right words-** make your message vibrant by using active verbs (example: Jane runs instead of Jane is running.) Also, use words associated with pleasure (babies, soft, relaxing etc.) or pain (dentist, suffering, trauma).

One last point: once you draw out the pain or pleasure, let your audience revel in it. Don't be too quick to move past the emotion. It's the emotion that moves people to action. If you can successfully incorporate emotional stimulation in your job creation messages, you will be transporting your prospect to the innovators state of mind!

It cannot start with waiting for a leader! You know no one will do it for you and it starts with birds of a feather in your state!

Sincerely,

Robert J. St. Germain Sr.

