

Need Work?  
Create your own!  
Start with the Ten Buck Solution!

# The Ten Buck Solution for 21<sup>st</sup> Century Success

*10 Questions you MUST Answer if you have or are thinking about  
starting Your Own Business!*



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with Thomas “Net” Egan

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# Introduction: Need Work?

## *What I learned about success while being out of work*

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My husband and I were the first of our friends to be hit what is now euphemistically referred to as the New Economy. Starting in 2006 with a series of clients who couldn't pay their invoices, the loss of a major accounts, business contracts that never came to fruition, and partners quitting, we lost the business we had given our lives to for 7 years. By the beginning of 2008, with the loss of my husband's job, we were left as poor and unsuccessful as we had ever been.

We were in the same position then, as millions of people all over the world are now, well-educated, well-experienced and needing work.

With no one buying what we were selling, we decided we had to find jobs. Having been a successful business owner, I hadn't had to look for a job in 11 years. Yet we searched, applied, interviewed and still could not find the kind of work we were usually well-paid and well-qualified to do.

Needing work, we set our sights considerably lower and went to see a friend of mine who owns staffing firm. He said there were usually 300 job openings on a regular basis from a major employer he contracts with and now job openings from that employer were down to 3. Starting to feel a little panic we began applying for any job open. My husband, sharp, and well-educated, was turned down for \$10 an hour jobs because he was too well-dressed and in one case was actually told his suit made the younger and less experienced hiring manager uncomfortable.

My brother, an experienced and usually sought-after savvy executive, and now my competition in the job market, reported that he was losing minor job opportunities to fresh college graduates. He said most jobs he applied for each had over 200 qualified applicants. When he couldn't find anything else he applied for a night-job stocking shelves at a grocery store. Before the

grocery store would hire him, they asked him to sign an 18-month contract so they could trust he wouldn't leave when a better job came up. My brother responded to them, "It's bad enough that I am wasting my God-given talents stocking shelves, but could you at least leave me hope that I can find a job I want? Please could you at least leave me my dignity?"

This fruitless, thankless, self-esteem job search went on like this for us, my brother and many of my friends for months while we used up more of our savings, turned to our credit cards, and lost business momentum and hope.

I read every "power of positive thinking" book out there and some twice while trying to convince myself that there was a silver lining. I kept asking myself why I had failed. All comparisons to Edison's 6,000+ light bulb tries failed to cheer me up. I was supposed to be successful. I had watched others succeed knowing I could too. I had confidentially joked with them that I would invite them to my castle in Ireland someday. Now, my hopes for someday seemed to be "never-ever day." What had I missed?

I did what a lot of people do when they need to think. I asked my husband if he wanted to go for a drive – something we had never had time to do during the middle of the work week before.

We were coming off the exit ramp of the freeway, heading towards the canyon, when I noticed the sign "Need Work" being waved at the car in front of us. A well-dressed man with a family beside him was holding the sign hoping for donations. I watched as the car in front of us rolled down their window and handed over Ten Bucks. "We should try that," I half-jokingly said to my husband. We needed work too. I could see myself standing on the corner dressed in one of my business suits, waving a sign hoping for a lead on a job or Ten Bucks to help me survive. I could not stop thinking about how close we were coming to holding that sign on a street corner.

I then asked my husband a question that later changed my life.

"Why do some people start their own business like we have, out of their garage, or dining room, and end up million billionaires, while some of us pour our lives into our business end up losing our homes and holding a sign on a street corner that says 'Need Work'?"

My husband said, "That's the million dollar question but right now I'd settle for Ten Bucks to get a pizza!" When you have no income pizza goes from being a staple to a luxury. I wondered what kind of solution that man would get from Ten Bucks. What kind of solution could I get from ten bucks?

Right then I decided that although I didn't have work or Ten Bucks, I'd focus on finding the answer to that one question.

*"Why do some people start their own business like we have, out of their garage, or dining room, and end up million billionaires, while some of us pour our lives into our business end up losing our homes and holding a sign on a street corner that says 'Need Work'?"*

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From that day, with little business and no job to claim my time, I went on a quest to answer that question and what I found on my search to stop myself from joining the man on the corner was a surprise. I found that the difference between being a successful million billionaire and standing on a street corner was in each individual business owner's answer to **10 Questions**. I took my answers to those Questions and applied it to the business I thought had failed me.

My answer to those 10 Questions showed me that not only that I needed to adapt my business to the world and its economy but also how! The fresh perspective my answers to the ten questions gave me allowed me to take the skills and services I have offered successfully for 17 years, and re-package them in a way that would do the most good for my clients and for me in this new economy. Once I applied what I learned from asking myself the 10 Questions, things started to change for the better!

Needing work and creating your own doesn't mean re-inventing the wheel, it may be just as simple as finding a new way to roll the wheel you've got it! Rather than finding what I expected, that small business success was dire, difficult and too expensive for most of us, I actually discovered that right now is the easiest and least expensive time in the history of the world to make money, become famous and achieve success.

If you are thinking about starting a business or have a business, the difference between success and failure may reside in knowing **Your** answers to these **10 questions**.

It's hard to face failure, disappointment and hunger, but in doing so and watching others I found a solution, a new way of looking at things, that was worth our difficult journey. For my husband and I, the way we implemented the answers to these 10 Questions has already made the difference of **NOT** needing to hold a "need work" sign on the corner. Now we work less hours and make more money than we did before and even better, our success provides work for others. Named the Ten Buck Solution in honor of the family on the street and in the spirit of the car who stopped to hand them ten bucks, I give you what I found during my 18 months of needing work – The Ten Buck Solution!

"The Ten Buck Solution for 21st Century Success" asks 10 Questions, with each question followed by an Assignment that will help you come up with a positive answer to each question.

You never know what will happen after you read this . . . These 10 questions and assignments may make the difference between creating your own work and experiencing 21<sup>st</sup> Century success or holding a sign that says "Need Work!" Either way, I can promise you that the information is worth Ten Bucks, and I have the highest hopes it will be worth many more thousands to you and yours in your quest for 21<sup>st</sup> Century Success!

Thank you for your interest! Please contact Kim Power Stilson at [kim@powerstrategies.TV](mailto:kim@powerstrategies.TV) or skype kim.power.stilson or 801-691-4588 for your full green-version copy of ***The Ten Buck Solution for 21<sup>st</sup> Century Success!***