

# The ENTREPRENEURIAL CHALLENGE

PAUL ZANE PILZER

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## **CD 1 Session One: 'Driving the Bus': Why the New Economic Order *Favors* the Entrepreneur**

1. Program Introduction by Tony Robbins
2. The three types of people who will most benefit from this program
3. Entrepreneurs control their own destiny
4. The two main reasons people become entrepreneurs, and why you should do so ... NOW
5. Ron Coase's classic paper "The Nature of the Firm," and what it means for you
6. Why layoffs and "structural unemployment" will continue in America
7. The *Great Crash of 2008* is the great economic opportunity for entrepreneurs
8. Three reasons why you should become an entrepreneur during a downturn
9. How the Internet can expand opportunities for the entrepreneur
10. Action steps for new entrepreneurs, existing entrepreneurs, and "intrapreneurs"

## **CD 2 Session Two: An Entrepreneur's Vision of the Economy: The Unchanging Laws of Economic Alchemy**

1. Finding God in the work you do
  2. Entrepreneurs are "revolutionaries"!
  3. The Theory of Economic Alchemy
- ### **The Laws of Economic Alchemy**
4. Law #1: Definitional technology
  5. Law #2: Technology determines the supply
  6. Law #3: The rate at which technology advances for the individual or society is determined by the speed with which we distribute information
  7. Law #4: Products that are demanded are almost all fictional inventions of the human mind
  8. Law #5: The price of already defined products is determined by technology
  9. Law #6: The technology gap
  10. The failure to apply the laws from 2000-2008
  11. Action steps

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## **Session Three: No Turning Back: The Entrepreneurial Mindset and Lifestyle**

12. An entrepreneur is rewarded for results, not effort
13. Involving your family members in your business
14. Why it's *less* risky to be an entrepreneur vs. being an employee
15. The "School" of Entrepreneurship: staying committed and fixing your mistakes
16. "What if I'm not born to be an entrepreneur?"
17. Finding an entrepreneurial mentor
18. Developing the belief: "There's no turning back"
19. Surrounding yourself with people who want you to succeed
20. How to compensate yourself as an entrepreneur
21. Summary and review

## **CD 3 Session Four: The 10 Entrepreneurial Skills**

1. Skill #1: The Ability to Sell to a Customer
2. Skill #2: Excellent Communications
3. Skill #3: Skillful Negotiations
4. Skill #4: The Ability to Learn New Things Quickly
5. Skill #5: The Ability to Turn What You've Learned into Action
6. Skill #6: Talent Development
7. Skill #7: The Art of Managing Yourself and Others
8. Skill #8: Life Management
9. Skill #9: Financial Skills
10. Skill #10: The Ability to Let Go
11. Action steps and review

## **Session Five: Ten Great Businesses That You Can Start Now**

12. How Paul arrived at his "List of Ten"
13. What the ten great businesses have in common
14. Business Opportunity #1: Increasing Restaurant Sales of Existing Restaurants
15. Business Opportunity #2: Providing Breakfast for Condo, Apartment, and Timeshares
16. Business Opportunity #3: Helping Businesses Hire Employees
17. Business Opportunity #4: Leasing to a Multi-Restaurant Upscale Food Court

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## **CD 4 Session Six: Ten Great Businesses That You Can Start Now (Cont'd.)**

1. Business Opportunity #5: Providing Affordable Health Benefits for Small Employers
2. Business Opportunity #6: Creating a Wellness Provider Network
3. Business Opportunity #7: Originating and Buying Medical Loans
4. Business Opportunity #8: Offering Parent/School Communications Services
5. Business Opportunity #9: Opening Online High Schools and Tutoring Centers
6. Business Opportunity #10: Offering Medically Supervised Weight Loss
7. Review and action steps

## **Session Seven: Social Entrepreneurship (or Entrepreneurs Will Save the World!)**

8. How entrepreneurs can expand the size of the economic pie
9. Ethical and efficient companies are green companies
10. Putting your moral values to work
11. Serving the world by serving a customer
12. Steve Demos' concept of "Right Livelihood"
13. The role of government regulation in achieving socially conscious goals
14. Keeping other businesses honest

## **CD 5 Session Eight: Personal Financial Strategies for Entrepreneurs**

1. Building a financial foundation and confronting financial problems directly
2. When cash is tight, start your business part-time
3. Dealing with personal and business credit issues
4. Commonsense investing strategies for the entrepreneur
5. Choosing and financing a college education

## **Session Nine: The Four Best Ways to Finance Your Business**

6. Method One: Bootstrapping
7. Method Two: A Traditional Bank Loan
8. Method Three: Professional Venture Capital
9. Method Four: Customer/Supplier Financing
10. Developing a plan to "crashproof" your business

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11. Some advice on health insurance
12. The right time to sell your business

## **CD 6 Session Ten: Staying Healthy and Wise in Uncertain Times**

1. Protecting the most valuable asset in an entrepreneurial company
2. Four things you can do to stay healthy on a daily basis
3. Paul's #1 health tip
4. How to handle the pressure and stress of entrepreneurship
5. Applying the wisdom of mentors to maintain perspective
6. How to achieve immortality
7. The challenge and opportunity that await you

## **BONUS CD**

**Session One: Professor Pilzer's Crash Course on the Current Economic Crisis**

**Session Two: Entrepreneur Pilzer's Lessons from the School of Hard Knocks**

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