

# Winning at Entrepreneurship



**Common-Sense Strategies for  
Business Owners**

**Raj Gavurla**

# What Reviewers Are Saying about Winning at Entrepreneurship ...

Raj Gavurla has written a book about “winning at entrepreneurship”. Read this book with a good marking pen because it contains a ton of valuable advice for all business owners.

– *Pat Williams, Sr. Vice President, Orlando Magic*

Raj provides you with what you need to know, and what you need to do, to make it on your own. Keep this gem within arm’s reach, refer to it often, and it will become your blueprint for success!

– *Mark LeBlanc, Small Business Success,  
Author of Growing Your Business!*

Raj Gavurla generates excitement and upbeat motivation that’s infectious. Anyone with the germ of an idea should read this book to develop the entrepreneurial ingredients that will make a difference. Here’s an unusual motivator who discusses “listening to your inner voice” and the development of the “spirit” that makes you win. Bravo, Raj!

– *Jim Pinto, automation industry expert,  
technology futurist, angel investor*

Common sense is a paramount factor in the successful endurance of entrepreneurial endeavors. Raj clearly highlights this most important and often overlooked factor in business success.

– *Naomi Rhode, CSP, CPAE Speaker Hall of Fame,  
past president National Speakers Association and  
International Federation for Professional Speakers,  
Cofounder, SmartHealth, Inc.*

We all have in us something special to share with the world. Raj has given us a step-by-step blueprint to turn those dreams into reality. Get going and make it happen!

– Bob Rathbun  
*Voice of the Atlanta Hawks*  
*National Basketball Association*

Just finished reading three chapters of Raj Gavurla's book, *Winning at Entrepreneurship*, and I found it riveting. From the first words, Raj weaves a relationship between the inner spirituality of the business owner and the day-to-day business acumen that leads to success. His insights and real-world advice are practical and doable for everyone. I highly recommend this to anyone who is considering stepping out into the entrepreneurial arena.

– Jim Ziegler, CSP, HSG, entrepreneur,  
*magazine columnist, author and professional speaker*

*Winning at Entrepreneurship* is a good book for those starting a business or thinking about taking the plunge. It's truly a "gut check" for what it takes to thrive in a competitive marketplace and become your Best Self. Its simplicity is its magic.

– Edward S. Brown III, CEO,  
*Core Edge Image & Charisma Institute, Inc.*

# **Winning at Entrepreneurship: Common-Sense Strategies for Business Owners**

**Raj Gavurla**

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## Winning at Entrepreneurship

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**WANT RAJ TO COME TO SPEAK TO YOUR GROUP?**

Write him at [Raj@RajGavurla.com](mailto:Raj@RajGavurla.com) or call 404.918.7366

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## **Note from Raj**

I use several phrases frequently in this book, just as I use them in my seminars and speeches. They are trademarked to my company, LiiiVEN, Inc. And, although I haven't put a trademark notation next to them each time, please know that Client Modular Approach™ and New Best Level™ are, in fact, phrases owned by my company and should not be used without the corresponding trademark (™) and a reference to LiiiVEN, Inc. Thanks.

## **Introduction:**

# **It Takes Spirit-Enhancing Action to Generate Spirit-Enhancing Results**

Congratulations on owning a business or wanting to become a business owner. It's an exciting and meaningful journey – one that guarantees results and positive change when a concerted effort is made and communicated in a positive light! How beneficial will the results and positive change be? It's up to you.

Most one-owner businesses don't succeed. I would like to see yours grow and be profitable. To do that, your mind, heart, body and spirit must be engaged in a never-ending, common-sense business- and life-conditioning process.

Your mind, heart, body and spirit disclose themselves to you through your inner voice, so you must do what it takes to trust, listen to, and understand that voice. It keeps you aware of the joys of life, allows you to have relationships, steers you out of harm's way, provides logical explanations, and tells you right from wrong.

Everyone is at a starting point in life and business; each of us has things that must be done that others don't have to do. It's precisely the continual addition and removal of these items that fulfill your good dreams and goals. Your inner voice is programmed to help you; it has all the answers. You are reading this book because your inner voice told you to research business ownership and this book contains a solution that ensures your business success and growth. I would like to see all businesses be successful. A lot more good would be done by a lot more people. That is probably an unrealistic goal, of course. However, I do think that if *you* do what it takes to act

on the advice of your inner voice, *you* will be successful.

Businesses, and their owners, also need to realize that it takes spirit-enhancing action (action conceived and contributed by good, logical emotion) to generate spirit-enhancing results (results that give you momentum to generate good growth). Normal actions, even those that produce results, don't rev up as much momentum as those guided by spirit. For example, going to a car wash to get your car washed because it's dirty (result: clean car) is not the same as going because you want to show off your car to a friend (result: pride).

Fill in the following blanks to help you understand your current spirit-enhancing actions and results. What are you doing and what are those actions creating to help you grow in your business and your life?

|   | Spirit-Enhancing<br>Action | Spirit-Enhancing<br>Results |
|---|----------------------------|-----------------------------|
| At work:  | _____                      | _____                       |
| To solidify/<br>strengthen<br>business<br>relation-<br>ships: | _____                      | _____                       |
| With family<br>and friends:                                   | _____                      | _____                       |
| To rejuvenate:  | _____                      | _____                       |
| To celebrate:   | _____                      | _____                       |
| To grow<br>spiritually:                                       | _____                      | _____                       |
| For your<br>home:   | _____                      | _____                       |

Can you do more through owning a business to achieve more results?

Cavett Roberts, founder of National Speakers Association, said, "Create a bigger pie for everyone to enjoy." There's plenty of room for you in the world of entrepreneurship.

As you read, keep this theme in mind: Trust and listen to understand your inner voice, and do what it takes. You can jot down what your inner voice is telling you as you read. Then, at the end of this book, reevaluate. Alternatively, you can read the book in its entirety and then write down what your inner voice is telling you.

Good reading and good business!

## Raj Gavurla

Raj Gavurla is a mindset, mood, motivation expert, entrepreneurial motivational and inspirational speaker, author, business coach/advisor, and a professional member of the National Speakers Association, National Speakers Association Georgia Chapter, and Global Speakers Federation.



His company, LiiVEN, Inc., started in 2001. As an entrepreneur, Raj has taken his company from an unknown startup to making a positive difference for clients, audiences and the marketplace.

Experience his high-level motivational business conditioning process to grow your business ownership to a New Best Level™.

Raj brings life to business and shows that it's a small world!

*Raj tells his story from the heart and inspires others to go beyond where they are today. I would highly recommend Raj as a motivational speaker for any group. His message is pertinent to everyone.*  
– Dorit Reichental, Past Executive Director, NAMI Greenville