

Stick With It ^{OR} Pivot?

A business is a repeatable process that...

1. Creates and delivers something of value...

2. That people want or need...

3. At a price they're willing to pay...

4. In a way that satisfies the customer's needs and expectations...

5. So the business brings in enough profit to make it worthwhile for the owners to continue operation.

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*The Five Parts of Every Business. Josh Kaufman, *The Personal MBA: Master the Art of Business* (New York, Penguin Group, 2012), 79*