

63 lessons learnt in 2 years as an entrepreneur

“Save yourself a couple of years’ worth of mistakes...”

Mark Copeman



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Thank you.

Please note – there are a handful of affiliate links to inspirational books and should you choose to click and buy, I will earn a few cups of coffee!

The Lessons (in no particular order)

1. Get things right on paper before you go anywhere near a keyboard.
2. Don't work when your son's making a giant snowball outside with another dad. Even if you have a deadline. You'll regret it.
3. Data isn't data unless it's in two places. Back up. Regularly. Don't put it off until tomorrow.
4. The Challenge is an inspiration.
5. Visions and missions can only be developed when in transit – evolve yours over time by mainly doing as opposed to mainly thinking.
6. Twitter is a serious business tool.
7. Seth Godin is a genius. His writing is short and to the point and that suits me (and 000's of others) down to the ground.
8. Once you've cracked a process or system, record it and don't fiddle with it."
9. Networking is still one of the most important skills ever and should be taught at school. Without it, I wouldn't have met the wonderful Lesley Everett.
10. Choose your clients. And yes, you really do have a choice.
11. Learn when to switch the PC off – it will still be there in the morning.
12. I've been inspired working in subject areas I knew nothing about. You could be too. Thanks Graeme.
13. WordPress is so often the answer, what's the question.
14. A green screen studio inc lights, cameras and mics can be bought for £1,500. And carried around the world.
15. Have a VERY understanding and supportive wife or partner. (Thanks Suz)
16. I appear to have created 170,659 files in the last 24 months. Develop an electronic filing system that works and use it.
17. "If you don't ask, you don't get." (c) My Dad 1945 – current day.
18. When was the last time you put a real newspaper clipping into a real envelope and sent it to a real person? They'll remember you.
19. Google Reader is an essential business tool. Learn how to use it.
20. Never start a business without an online component. You'd be missing a trick.
21. As the E-Myth states, focus on making your business scalable from day 1.

22. Learn how to find out what people are searching for in Google – it's the single best market research tool on the planet.
23. You can do anything, but you can't do everything.
24. Don't say "I can't believe I can't work today because it's a Bank Holiday" out loud. Keep it to yourself – people will think you are nuts and won't get it.
25. Only work with exceptional people.
26. Figure out what buyer personas are.
27. Go out of your way to THANK people. It seems to be unusual these days.
28. Seek advice actively from people you trust. Create an advisory board of people around you. You DON'T have all the answers.
29. Write your eulogy in bulletpoints. Then live your business and personal life like you want to be remembered. This isn't as weird as it sounds.
30. Don't get so caught up in your endeavours you forget birthdays. Use Moonpig.com.
31. The software you want is already built. You may have to tweak it but for goodness sake don't reinvent the wheel.
32. Learn new stuff. All the time. Or what's the point?
33. 'Tell stories and solve people's problems' is good advice.
34. Become a connector – find ways to introduce people.
35. Personalised web pages (which can be produced in 15 seconds) with a prospect's name in the URL get 100% clickthrough
36. Only have 5 email folders. Inbox, Sent mail, Hold, Follow up and Archive. Gina Trapani is a legend.
37. Tim Ferris has done it and got the t-shirt. I'm a living breathing case study who's aiming to get there.
38. It will always take longer than you think.
39. Today, projects should take weeks and cost 00's. If yours is going to take months and cost 000's you may want to think again.
40. Firefox every time. Bye bye Internet explorer.
41. 10 minutes a day. After 8 months of testing – it resonates. Find something that resonates.
42. Drink beer from time to time with people who inspire. Andy Palmer – Thank you.
43. You'll never get every 'i' dotted and 't' crossed. Sometimes, you'll just need to make a decision without all the facts.

44. SEO is bloody hard unless you follow a process. Position #10 will give you 1/14th of the traffic of position #1. Only the top 4 positions really count.
45. It is possible to have a \$10,000 day on the Internet.
46. Working in partnership with people you trust and respect is much easier than working on your own.
47. Some books need to be read twice – they are more relevant second time round.
48. I may have been the last person to read Purple Cow, but I'm still glad I read it.
49. Don't think you know better than people who've already done it in a big way. Learn from them, emulate them but be original.
50. Follow your heart, not your to do list when turning things down.
51. Know when to turn off Twitter...
52. You always have a choice.
53. When middle managers say 'yes' in large corporations, they probably don't mean yes.
54. Personalised videos get results.
55. A laser beam focus on a niche is so much more effective than floodlights on a marketplace.
56. Meetings are toxic and other such phrases. This book is my bible.
57. Never, ever, EVER ignore a gut feeling.
58. Either do 'it' for free or for full price and accept the consequences either way.
59. Nobody cares about your products or services, except you.
60. Channels to market are vital to success.
61. Learn to recognise time wasters.
62. Be patient.
63. Embrace your constraints.

63 lessons learnt in 2 years as an entrepreneur



So many people reach straight for PowerPoint, Word Dreamweaver, Wordpress... (insert new app here) without having a clear picture of what they're trying to do.

This is such a waste of time.

Get it right on paper. A big sheet ideally. Sleep on it. For a few days.

Then and only then, go electronic.

Do yourself a favour and make an **A3 pad of paper** your best friend.

You will save hours.

“Get things right on paper before you go anywhere near a keyboard.”

If you don't have children, you won't get this. If you do, you will.

Mine are currently 4 and 7 ½. It goes fast.

Know when it's REALLY important and know when it's actually OK to **stop**.

“Don't work when your son's making a giant snowball outside with another dad.

Even if you have a deadline.

You'll regret it.”

**“Data isn’t data
unless it’s in two
places.**

**Backup. Regularly.
Don’t put it off
until tomorrow.”**

I’m paranoid. When I go on holiday I have palpitations about the PC’s or hard drives being stolen. Clothes, TV’s, jewellery – they’re all replaceable.

Data isn’t.

It’s my livelihood. Chances are it’s yours. That’s aside from the irreplaceable kids on the beach photos and 50GBs of music of course.

Have a backup plan. Store it offsite if you can and automate it as best as possible, so it’s not a chore. If it is, you won’t do it.

[Some great free software here](#)

Simply, if you want to get into online marketing, you have to start from the ground up. Get rich quick schemes are scams – if you see one – don't believe it.

Marketing online is about following a **process**, it's about discipline and it's about hard work. I should know.

There's no better training ground than a totally free online course teaching you how to make your first dollar.

So sign up now.

And Ed Dale, thanks.

<http://www.challenge.co>



**“The Challenge,
(previously the
Thirty Day
Challenge)
is an inspiration.**

“Visions and missions can only be developed when in transit – evolve yours over time by mainly doing as opposed to mainly thinking.”

Controversial I know. You’re supposed to start a business knowing exactly where you’re heading.

You might think you know, but you don’t, because until you start **DOING** instead of THINKING, you won’t truly know.

Sure, have a good think, but then have an even better talk, followed by a huge amount of DOING.



“Twitter is a serious business tool”

You might take some convincing, it's a bit like Marmite – you either love it or you hate it. Embrace it. **Experiment.** Learn from the people who know.

I have discovered countless new technologies and techniques to make my life easier

I have made friendships

I have sold online courses

I have texted my wife from overseas for free

[I have made my 1000th tweet](#)

“Seth Godin is a
genius.”

His writing is short
and to the point and
that suits me
(and 000's of others)
down to the ground.”

Sometimes you just need a little **pick-me-up**.
A little gem which will get you

Motivated

Inspired

Or thinking in a different way

Seth Godin can do that for you.

I must see him speak one day for sure.

So much about being an entrepreneur is about following a **process**. If you roll something out which needs to be repeated, for goodness sake get it right once and then save it. Apply this to whatever technique you want, but save it, freeze it, store it, record it, whatever.

Don't waste time rolling a out a similar 'thing' and reinventing the wheel again.

That's just mindless.

I should know, I've made that mistake...

“Once you've cracked a process or system, write it down and don't fiddle with it.”

And I actually mean real life networking – not that stuff you do behind computer screens. Meeting people in the flesh, having a real network, locally and globally is one of your most important assets.

I single out Lesley Everett on my networking journey as she teaches how to do it.

Get out more. But in the right places and know why you're doing it and who you want to meet.

What to find out how?

[Learn from the lady herself.](#)

“Networking is still one of the most important skills ever and should be taught at school. Without it, I wouldn't have met the wonderful [Lesley Everett.](#)”

“Choose your clients.

And yes, you really do have a choice”

Easier said than done I know – what if you have no clients and are desperate to bring in some cash?

Choosing the wrong ones won't get you any further forward – they will drain you of energy and prohibit you from finding truly great clients.

I 'sacked' a client and refunded their fee early on in this business. The next day, it felt like a massive weight had lifted from my shoulders.

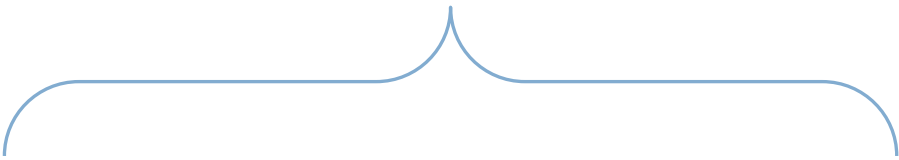
Try it.

Do you work from home?

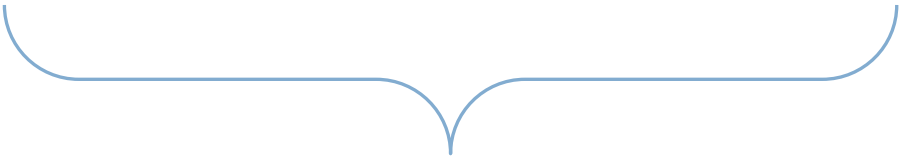
You'll know how hard it is to transition from entrepreneur to normal person.

Have some **boundaries**.

For your sake, and your family's.



“Learn when to switch the PC/Mac off. It will still be there in the morning.”



Because so much of my life is spent working with subject matter experts, I get to find out about subjects I know nothing about.

It reminds me of a great piece of advice I was given years ago.

Next time you're at a news stand, buy a magazine / journal completely **unrelated** to what you do.

You will open your mind, become more creative and more interesting to talk to!

“I’ve been inspired working in subject areas I knew nothing about. You should be too.

Thanks Graeme.”

If you've never used it and work online, then do yourself a favour and experience the power of Wordpress today.



“Wordpress is so often the answer.

What’s the question?”

I’m featuring it here because it’s been a huge part of my life for the last two years. I run one of my businesses on it.

You too could produce your company’s website **in an hour...**

So what you say?

Well it's been a USP of my business for the last couple of years. Whilst you may not be involved in video, my point is one of **differentiation**.

Do your products shine through – are they beautifully presented or thrown together?

You can tell so much about someone by their default PowerPoint template or their website.

[This is how we've done it.](#)

“A green screen studio inc lights, cameras and mics can be bought for £1,500.

And carried around the world.”

“Have a VERY understanding and supportive spouse or partner.”

Does this really need any more explanation?

You know what I mean if you're already doing the entrepreneurial thing.

If you don't already have one, you will probably **need** one of these at some point in your journey.

One day someone will work out the amount of time you spend browsing for files on your hard drive or network each week.

The answer will be **scary**.

That's before you add on the amount of time people spend looking for files.

Develop a **structure** and stick to it.

Oh and even if you work at home, use a networked hard drive...

Oh so true.

“I appear to have created 170,659 files in the last 24 months.

Develop an electronic filing system that works and use it.”

It's so simple to **just ask...** for the sale, for the discount, for the favour, for the help, for the refund, for the recommendation, for the testimonial, for the anything.

“If you don't ask, you don't get.”
(c) My Dad
1945 – current day.”

But so many people **rarely** do.

How often do you make a real effort to stay in touch and think of suppliers, customers, targets, prospects, friends or relatives?

“When was the last time you put a real newspaper clipping into a real envelope and sent it to a real person?”

They’ll remember you.”

How often do you get noticed? Sending on an email doesn’t have the same effect as an **envelope and stamp**.

I'd be surprised if you'd not heard of it – but do you use it and do you use it daily or weekly?

“Google Reader is
an essential
business tool.

Learn how to use
it.”

There is a rich source of content being generated every day for you to help you to run your business, understand your marketplace, beat your competitors, improve your productivity, further your career, entertain your friends and be a better parent.

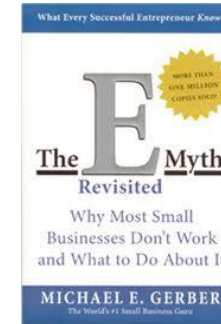
It's called **RSS**.

Preaching to the converted?
Stating the obvious?
Some people need **reminding**.

“Never start a new business
without an online
component.
You’d be missing a trick.”

An organizational chart should be created (which could start with the business owner in each box) to document a business organization, with responsibilities as chief executive, marketing, accounting, finance, and production.

Gradually, the business owner tests, measures and documents the procedures for each position and **replaces** himself or herself until he or she isn't really needed at all.



“As the E-Myth states, focus on making your business scalable from day 1.”

It really is, and the man in the street wouldn't think to find this stuff out.

Simply, if Google is receiving x requests a day for a particular **keyphrase**, it will give you an indication of both the popularity AND competition for that keyphrase.

Even if your business is mainly offline – it's still an **essential** piece of market research every business owner should be aware of.

[This tool](#) will do all that, with bells on.

“Learn how to find out what people are searching for in Google – it's the single best market research tool on the planet”

Know when to outsource, whether that be to the Philippines, your little sister or a local freelancer.

Don't spend hours trying to save a few \$£'s – it's really not an efficient use of time.

Take heed – it's been my **downfall** in the past and I'm determined to make amends and stop others from making the same mistake!

“You can do anything, but you can't do everything.”

If you're a true entrepreneur, you'll know what I'm saying.

If you're not, you won't and you'll think I'm weird.

And I'm not.

Honest.

“Don't ever say out loud:
'I can't believe I can't
work today because it's a
Public Holiday...’

Keep it to yourself –
people will think you are
nuts and won't get it.”

I've been so lucky to find some amazingly talented people and yet that's not the best thing about them.

The best thing is that they communicate, continuously learn new skills, are flexible and ALWAYS DELIVER.

“Only work with exceptional people”

Dave, Sean, you know who you are.

David Meerman Scott has been a huge inspiration to me.

His concept and book around Buyer Personas is such an important lesson.

Personalisation is everything these days in a world of clamouring for attention.

“Figure out what
buyer personas are.”

Figure out who is looking for the answers your stuff provides and make sure you are talking their language. Chances are you need to talk to multiple groups of people – but talk to each group like an individual.

Common courtesy I'd say.

Along with responding to emails and phone calls in a sensible time frame.

“Go out of your way to
THANK people.
It seems to be unusual
these days.”

C'mon people – it's what separates us from primates.

I've been so fortunate over the last couple of years – I've surrounded myself with some great people who've well and truly bought the t-shirt.

Recently I've also **surrounded** myself in a virtual sense, by following people who I can learn from on Twitter.

They don't know they're on my **advisory board**, but I do.

“Seek advice actively from people you trust. Create an advisory board of people around you.”

You DON'T have all the answers.”

I did this a while ago – another piece of advice from the wonderful E-Myth book.

It's stuck on a filing cabinet, not quite in view, but I know where it is and I look at it once in a while.

It helps me think and **focus**. I also am a great believer in the self-fulfilling prophecy approach to life.

You think it and live it, it might just come true.

“Write your eulogy in bulletpoints. Then live your business and personal life like you want to be remembered.

This isn't as weird as it sounds.”



moonpig.com

“Don’t get so caught up in your endeavours you forget birthdays. Use Moonpig.com”

The bigger picture here is for goodness sake **look up** once in a while. You can become a real bore being an entrepreneur.

Remember your family and friends still exist.

Remember their birthdays.

And how good is Moonpig.com?

It’s probably a bloke thing, I know.

I'm fairly certain whatever you do, if you're reading this, you'll be using some form of software to run your business.

You don't build a word processor from scratch when you want to type a document do you?

Don't build software from scratch – use existing **opensource** and build on it. Buy templates. Buy themes. Buy music. Buy code snippets.

You're **contributing** to the community plus you're getting to market **faster**.

“The software you want is already built.

You may have to tweak it, but for goodness sake don't reinvent the wheel.”

“Learn new stuff. All the time. Or what’s the point?”

Be **thirsty** for knowledge.

Use Twitter, use Google Reader in the right quantities.

"Iron rusts if it is not used, still water stagnates or freezes if it is cold. The mind goes to waste if it's not exercised." – Leonardo da Vinci

Is that proof I read, or what?

A wise old colleague told me this when I asked him the secret to his success.

Pretty simple really.

Everyone loves a **story** and everyone loves their problems **solved**.

All you need to do is figure out the story and a solution you can take to market.



“Tell stories and solve people’s problems is good advice.”



I seem to be in the minority on this one – so many people ask for commissions on introductions.

I don't.


I'm a great believer in **good karma** and what goes around comes around.

Connect someone today. It'll make everyone feel good.



“Become a
connector.”

Find ways to
introduce people.”



Attracting **attention** to your business has never been harder.

We developed a system to do it for our business and it proved so popular, people asked whether they could buy it (there's a lesson there in itself).

Create personalised URLs with personalised messages and personalised video for targets.

You will get **attention**.

[You can do this too now!](#)



**“Personalised
webpages
(which can be
produced in 15
seconds)
with a prospect’s name
in the URL get 100%
clickthrough.”**

“Only have 5 email folders. Inbox, Sent mail, Hold, Follow up and Archive. Gina Trapani is a legend.”

Email – the bane of so many people’s lives – especially in the corporate space.

It really doesn’t have to be with this VERY simple process.

It’s like so many things in life – if you follow a **process** and adapt and improve your habits as you learn, it really should become **easier**.

The Four Hour Work Week.

If you've not heard of it, where have you been?!

It's an essential read for any entrepreneur.

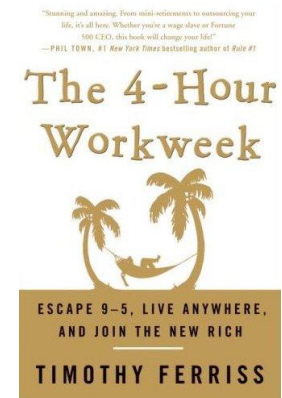
Start as you mean to go on, thinking how you might automate, not how to make it more complex.

'Bespoke solutions'.

OR

'Selling the same product on autopilot. A lot'.

I know which I prefer.



“Tim Ferris has done it and got the t-shirt. I'm a living breathing case study who's aiming to get there...”

It's a sad fact of life, but it is normally true. The skill is **minimising** overruns.

Do you really need that feature? Does it matter if you can't upgrade an account automatically? Is it important if the customer has to resize their logo themselves to use your app?

Execution is more important than the idea.

“It will always take longer than you think.”

You don't need to risk your house these days if you don't want to.

Start small. **Test.** Grow organically.

Add functionality later.

A 12 month project plan should sound alarm bells. Anything which takes that long to develop will almost certainly not be right a year later.

Think about it.

“Today, projects should take weeks and cost 00's.

If yours is going to take months and cost 000's you may want to think again.”

The browser is probably the most important piece of software on your computer. You almost certainly spend several hours per week using it.

Get a good one. Get a **fast** one. Get one that you can customise easily.

Sorry Microsoft, you've got it all wrong and not for the first time.



“Firefox
every
time.”

Bye bye
Internet
Explorer”



The 8.45 club

Delivering bite-sized online video messages

“10 minutes a day. After 18 months of testing – it still resonates. Find something that resonates..”

A unique selling point is one of the hardest things to come by in a day and age when everything has been done already (some might say).

Find something to hang your hat on and **stick with it**.

“10 minutes a day is all people have time for when it comes to training – the era of the 3 day training course is over.”

Maybe slightly controversial – but that’s a good thing.

Yes, you need to learn from the big guns as I mentioned earlier by developing a virtual board.

You can however learn just as much from your friends and peers. You can also leave the house/office once in a while and have a **laugh** and a drink with people you don't necessarily work with.

It makes you **human**.

And a better person.

“Drink beer from time to time with people who inspire.”

Andy Palmer –
Thank you.”

Like fly to Australia from the UK...

Yep – I had to make that call earlier this year.

Was fairly sure it was all going to work out nicely – but I didn't know for sure and sometimes you've just got to have faith.

Trust your **heart** more than your head.

“You'll never get every 'i' dotted and 't' crossed.

Sometimes, you just need to make a decision without all the facts.”

“SEO is bloody hard unless you follow a process. Position #10 will give you 1/14th of the traffic of position #1.”

Only the top 4 positions in Google’s search rankings really **count**.

Search is huge. If you don’t get it, learn it and get good at it, or get to know someone who’s good at it.

I don’t believe there’s a more **essential** piece of the marketing jigsaw for the 2010’s.

OK – so it was over two days and I had to split the proceeds 50:50 – but I tell you what, it felt **REALLY** good.

The problem is that it can take months to get to that day.

When it does happen, it gives you faith in what you're doing - oh and it pays the bills...

“It is possible to have a \$10,000 day on the Internet.”

It's a **lonely** game at times being an entrepreneur.

I happen to like working alone in an office – I like the lack of distraction.

There is however no substitute for working with someone with a **common goal**.

50:50 is a good thing in my book.

“Working in partnership with people you trust and respect is much easier than working on your own.”

Timing is everything - especially when you read a second edition. [The New Rules of PR and Marketing](#) is one such book.

Have you looked at your bookshelf recently? You should – you might just see a book that will resonate with you now, that will give you ideas that will inspire you.

“Some books need to be read twice – they are more relevant second time round.”

I'll leave it to Seth for the comment on this lesson. Just wish I'd thought about this about ten years ago.

"**Remarkable marketing** is the art of building things worth noticing, right into your product or service. Not slapping on marketing as a last-minute add-on, but understanding that if your offering itself isn't remarkable, it's invisible."

"I may have been the last person in the universe to have read Purple Cow, but I'm still glad I read it."

One name.

Jason Fried.

Thank you.


“Don’t think you know
better than people
who’ve already done it
in a big way.
Learn from them,
emulate them, but be
original.”

I've had an interesting few months. I had more than enough to be focusing on, was determined not to become diluted.


An offer was then made to me to go into business with someone I massively respect.

My to do list said no. My **heart** said yes. I've not regretted it for an instant.

Sometimes you just need to work on instinct.



“Follow your heart,
not your to do list
before turning
things down.”



“Know when to
turn off Twitter...”

Tweetdeck is one of my most used applications. I made a mistake with it for a few months – I left it switched on and it beeped constantly at me on one of my screens.

Guess what? You get nothing done.

I love the power of Twitter and the knowledge I’ve gained from it, but you have to know when to **turn it off**.

Oh, and you also know when to put down your iPhone...

“You ALWAYS have a choice.”

Such a simple phrase, yet so **powerful**.

You can take a few evenings off, or you can write your first ebook.

You can figure out why the membership site isn't talking to the autoresponder or you can bring in an expert.

You can spend days trying to find a designer on elance.com or you can ask your trusted network.

I've had a few disappointments over the last 12 months – it's not all fast cars and boats being an entrepreneur you know.

I've had at least 4 FTSE100 corporates wanting what we do – and a lot of time has gone into making them happy.

Imagine how frustrating it is when nothing ever comes from it and even worse, they go silent without explanation.

Very, very **rude** – but that's life.

Minimise your risk if you choose to work with a large corporate.

“When middle managers say ‘yes’ in large corporations, they probably don't mean yes.”

The days of broadcast email, send and hope direct mail and one voice to all customers are effectively over.

Get **personal** with your targets and customers.

We can produce a single video, but with unique client logos or other data superimposed at the relevant points on the track.

It gets you noticed and grabs attention.

Seriously.

“Personalised videos get results.”

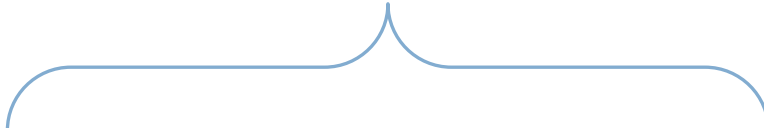
I repeat this **mantra** every night before I go to sleep, because it's been so hard for me to put into practice.

You should consider doing the same.

“A laser beam
focus on a niche is
so much more
effective than
floodlights on a
marketplace”

Rework.

It's great when someone else manages to put what you've always believed into words.



“Meetings are toxic
and other such
phrases.

This book is my
bible.”



“Never, ever, **EVER** ignore a gut feeling”

I have, to my cost a couple of times in the last year.

I bet you have too.

Don't over analyse – listen to your **heart**. It will almost certainly give you the right answer, if you know the right questions to ask.

Do work for charitable causes for free.

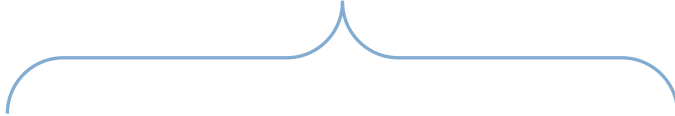
Do work for a client you want to win for free.

Do work for your friends for free.


BUT

Don't whinge about it when it takes you twice as long, they don't give you the contract you were hoping for or they take advantage.

Eyes wide open.



“Either do ‘it’ for free or for full price and accept the consequences either way.”



David Meerman Scott pins his speaking and writing career on this phrase.

He's absolutely right too. Again.

Offer people **value**, offer people advice, gain trust and maybe, just maybe they'll start to get interested in what else you can do for them?

“Nobody cares
about your
products or
services, except
you.”

I've learnt such a lot about this over the last two years.

Make sure you **leverage** the power of existing relationships, people with lists in your niche, people who know the industry, people who already sell into your segment, people who might be interested in adding to their portfolio for mutual benefit.

A direct sales team is a very costly and risky thing.

Always consider **alternative** channels to going direct. And get creative too!

“Channels to market
are vital to your
success.”

**“Learn to recognise
time wasters.”**

This is quite a skill believe me – and you’ll never get it right.

Protect your most important asset – time. You can’t get it back and it’s very easily wasted.

And in case you’re wondering – I’m not just talking about people here.

Sometimes, just sometimes, you need to play a waiting game.

“Be patient.”

One recent project started to bubble 16 months ago.

I listened to my heart, I minimized my risk and 3 months ago it **finally** came off.

Recently, it was delivered to great acclaim and has opened many other doors for our online training business.

And all because I was patient.

I have to stop at 5.15pm three days per week to pick up my children from school.

It's a **limitation**. Sometimes it's tricky. Sometimes it would be easier to stay in London / continue a call / deliver to the deadline / answer the email / complete a task.

But guess what, I can't.

Learning to come to terms with your limitations of time or finance makes everyone's life easier – so stop **kidding** yourself.



“Embrace your constraints.”

About Mark Copeman

Mark Copeman is the founder of [Being Smarter](#) Ltd and has been working with sales and marketing people in both large and small business for the last 15 years. He has worked extensively in the marketing arena for the last 8 years, starting up and selling his share in [Twist Media](#) Ltd which specialises in helping sales and marketing people get the most out of selling and demonstrating their products.

After selling his share in the business, in October 2008 he set off on a new journey with a blank sheet of paper, a company name and a drive to do something new again.

In February 2009, Being Smarter launched [The 8.45 Club](#) – its first major online venture which delivers video-based online training in 10 minute bite sized chunks – because who has time to learn any more? During 2009, partnerships were formed with various subject matter experts including an expert in [Personal Branding](#), a [US training company](#) and a UK based [customer service training](#) company.

In December 2009, Mark formed a relationship with one of the world's leading Internet Marketers, [Ed Dale](#) and has been releasing new courses throughout 2010 under the [Ed-ucation Online](#) brand. He formed this relationship using the system which underpins the second business in the Being Smarter stable – [Targets to Prospects](#), launched in November 2009.

In the first quarter of 2010, Being Smarter [moved up a gear](#), growing a team and starting to work with FTSE100 companies whilst enjoying being part of a successful Blog book tour by creating a [brand new way to work with Skype video conferencing](#). The first customers went live with their Targets to Prospects installations, and more courses were planned, filmed and released with [Ed Dale...](#)

In April 2010, The 8.45 Club ethos was key in winning a new teacher training contract to train teachers in the UK on a rollout of Microsoft's Office 2007 suite using bite-sized chunks of [online video training](#).

May 2010 started a new chapter in the evolution of Being Smarter with a new service planned for launch in September. After being inspired by Jason Fried's Getting Real and Rework books, Mark launched an online diary where you can watch him and a new business partner build this new business after an initial dinner at www.watchusgettingreal.com

This ebook has been written from the heart.

I'd like to thank my family for supporting me and putting up with odd 'moment' over the last 2 years.

I'd be happy to present these lessons at your next entrepreneurial or intrapreneurial seminar.

mark@markcopeman.com

It's never dull.