



Liz's 9 Commandments For Putting Profit Into Your Passion

- 1. Find Your Passion; Nothing Else Matters**
- 2. Only Surround Yourself With Positive People**
- 3. No One Cares More About Your Business Than You**
- 4. Never Stop Marketing**
- 5. Implement An R&D Department - RIP OFF AND DUPLICATE**
- 6. Watch Your Expenses**
- 7. Don't Nickel And Dime Your Clients Or Customers**
- 8. Build Brands, Not Companies**
- 9. Make Customers Pay For Value**