

ALEXISMS

Useful Life Lessons from a
Recovering Serial Entrepreneur

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An Actionable Business Journal

A THiNKaha® Book



Alexisms

Useful Life Lessons from a Recovering
Serial Entrepreneur

Book Excerpt

By Alex Mandossian

Afterword by Mitchell Levy



An Actionable Business Journal

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Take the 4-minute Serial Entrepreneur Assessment at MarketingOnline.com

Section I

Be Your Own Boss

Do you have what it takes to be your own boss?

Alex Mandossian share his views,
pointers, and resources on how to be a
successful entrepreneur.

1

You don't have to be a business hero to act like one. @AlexMandossian

2

Adrenaline is the breakfast of business champions. @AlexMandossian

3

High-achieving entrepreneurs know that
“done is always better than perfect.”

@AlexMandossian

4

What makes a good entrepreneur great is
their uncanny ability to manage uncertainty.

@AlexMandossian

5

Beware the evil twins of entrepreneurship:

- 1) Procrastination (not starting) &
- 2) Perfectionism (not finishing).

@AlexMandossian

6

Serial Entrepreneurs know that “action” is
the “doing” part of thinking.
@AlexMandossian

7

Entrepreneurship is much like skydiving:
You don’t need your parachute to skydive,
just to skydive more than once!
@AlexMandossian

Section II: Take the First Step



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Section II

Take the First Step

Your business intentions are more important than your business strategies. First, “What?” then, “How?” This section will help you transform your idea into a revenue-generating venture.

36

Actions are more influential than conversations, because “well-done is better than well-said.”

37

No business “process” can exist until it’s
given a name. @AlexMandossian

38

During the “start-up” phase of any business, there’s no such thing as a “little mistake.”

@AlexMandossian

39

In any business start-up, remember that “pain is inevitable, but suffering is optional.”

@AlexMandossian

40

Premise must precede purpose in business.
The former asks, “What do I believe?” The
latter asks, “Why do I believe it?”
@AlexMandossian

41

The difference between an amateur and
a professional in any business venture-
making is the first dollar. @AlexMandossian

Section III: Attract a Great Team



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Section III

Attract a Great Team

“Together, Everyone Achieves More.” A team with an outstanding business culture, plus the right skills, attitude, and commitment to back you up, is a great factor to a successful business venture.

50

Dropping the baton is not as crippling to a business team as the unwillingness to pass the baton. @AlexMandossian

51

If you're a true business leader, you've completed your job when your followers say, "We did it ourselves!" @AlexMandossian

52

When building your business team,
remember that no one alone is smarter than
everyone together. @AlexMandossian

53

Do an emotional MRI on every person you want to hire to join your team.

@AlexMandossian

54

When vetting new team members, hire them for “attitude” and train them for “skills.” @AlexMandossian

55

Everything is a mirror in your business.
Remember that whenever you complain
about a disloyal team member.

@AlexMandossian

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Afterword by Mitchell Levy

Every now and then you meet someone who makes you say, “WOW!”

They do something special you did not expect. They approach a situation you’ve approached hundreds of times before in a way that no one else has. They say something that completely changes the way you think about a topic.

Alex is one of those people. Alex did it with me and his approach in creating this book. Alex is one of those special people who makes me say, “WOW!”

It’s my hope you now believe as I do, that the book you’ve just read is an “experience” and not just a “good read.” If you’re anything like I am, you’ll re-experience these Alexisms and share them online (and offline) with your friends, colleagues, and loved ones.

I’ve been following Alex since 2006, and it was great to get introduced three or four months ago. I’ve enjoyed all of my interactions with him, even when he said no. Take a look at AhaMessage™ #117.

I asked Alex if he would like to be an affiliate with one of the products I was working with, and he immediately said, “No.” I immediately replied with AhaMessage #117, and he said, “That’s an Alexism we have to use.”

Why was it cool that I felt good about getting rejected?

It’s simply because Alex didn’t worry about saying, “No.” (He knew it would lead to a bigger “YES!”) He did care enough about me to explain why he was rejecting the opportunity, which helped me understand his rationale. Although it wasn’t a “YES!” at that moment, getting a quick “No” that produced another Alexism was remarkable.

You now know the story behind one AhaMessage. Now imagine a book with 140+ AhaMessages, the life lessons of a successful entrepreneur: Alexisms.

Useful Life Lessons from a Recovering Serial Entrepreneur

Imagine reading two to three Alexisms at a time and having your own AhaMoment that completely changes what you are going to do today, this week, or this year. Imagine incorporating a couple of relevant Alexisms into your lexicon, which helps you work with and manage others.

Picture yourself learning from someone who's not only been there and done that, but creatively documented his wisdom so you can internalize it and make it your own. Reread again and tell me your favorite Alexism. I'm curious.

Mitchell Levy

Chief Aha Instigator & CEO, THiNKaha

mitchell.levy@thinkaha.com



**SPEAKER, CONSULTANT, FACILITATOR,
THOUGHT LEADER FOR THOUGHT LEADERS,
CHIEF AHA INSTIGATOR.**

Mitchell Levy

Acknowledgement

It's remarkable that this is my first book.

After over twenty-five years of teaching and training other serial entrepreneurs on how to get more exposure and visibility and accelerate the growth of their businesses, this is my first book. After being hired to personally consult more than ninety authors to make their books international best-sellers, this is my first book! I'm finally "eating my own cooking," as my good friend and colleague, Keith Cunningham, says.

As I sat down to write this Acknowledgments section, I knew then as I still know now, that I'm leaving hundreds of people out who deserve recognition for my progress and success. It's impossible to thank everyone who impacted the development of this book. So if you don't see your name listed below, I apologize to you in advance and I hope you reach out so I can thank you personally.

As I said in the opening page, this book is dedicated to the Serial Entrepreneur who wants to live with more honor by becoming the person they pretend to be. I do owe the great Socrates a quick "Thank You," because that dedication was me "repurposing" a favorite quote of his.

To my mother, Carol, and my father, George . . . thank you for making a decision about forty weeks before March 9, 1964 for putting me "in play" for the game of life. I played to win and I won the ovarian lottery! To my sister, Taleen, who with her husband, Arthur, made a decision to bring my niece, Grace, and nephew, Alex (named after me!), into the world.

I've heard it said that a child is the Universe's opinion that "life should go onward and upward," so I would be remiss if I didn't appreciate my former wife, Aimee, with whom I share our two children, Gabriel and Breanna. I can say with a clear conscience that I've learned more from my nuclear family than the rest of my teachers and students combined!

Useful Life Lessons from a Recovering Serial Entrepreneur

To my partner, Sandra Bravo, who is like the rudder of my ship that sets sail each day to explore new territories of understanding, personally and professionally. Thank you again, Sandra, I love you.

To my team members, whom I can never appreciate enough: Sue Sierra, Diana Blanco, Jennifer Glick, Riccardo Romano, Lloyd Minthorne, Eric Lingenfelter, Doug Brown, Melanie McMurray, Gary Henderson, and so many others who could fill dozens of more pages!

To past team members and countless volunteers who assisted me with virtual and physical events. To my strategic alliance partners from whom I learn daily: Eben Pagan, Justin Livingston, Ryan Deiss, Berny Dohrmann, Lisa Sasevich, Vishen Lakhiani, Bill Baren, Jack Canfield, Patty Aubery, Milana Leshinsky, Joe Polish, Blue Melnick, Bari Baumgardner, Paul Colligan, Mike Filsaime, Jeff Walker, Brendon Burchard, Ted Prodromou, Ian Marsh, Christian Mickelsen, David Perdew, Joe Polish, Mike Koenigs, Bill and Steve Harrison, Scott Martineau, Armand Morin, Steven Olsher, and the list could go on and on for another hundred pages!

To my three most important mentors: T. Harv Eker, Roy H. Williams, and Ivan Misner. To Mitchell Levy, who wrote the Afterword of this book and distracted me long enough to compile and curate the Alexisms you've just read. I am in Mitchell's debt for openly and decisively bringing me into the "Aha" family of published authors.

And finally, I write these words to appreciate you, the reader. Without you, the contents of this book would be far less relevant to the world, because all 140+ Alexisms would still be in my head. I hope our paths cross often and I hope you keep up with the social conversation on our Facebook Community at www.MarketingOnline.com/MVPgroup.

About the Author



Since 1993, **Alex Mandossian** has generated over \$400 million in sales and profits for his students, clients, and partners on five continents. He is the Founder of MarketingOnline.com, and his enrollment strategies helped transform his annual income in 2001 into a monthly income by 2003, and eventually into an hourly income by 2006. By 2007, his proven online marketing strategies generated \$1.2 million in less than twenty-nine minutes during one magical product launch.

Alex is acknowledged by his colleagues as the "Warren Buffet of the Internet" because of his unique ability to make money for his students and joint venture partners. He has shared the stage with diverse leaders such as Sir Richard Branson, Harvey Mackay, Donald Trump, Tony Robbins, Robert Kiyosaki, Suze Orman, Mikhail Gorbachev, and His Holiness the Dalai Lama.

As a Master "Virtual Presenter" with over 22,000 hours of online training time, Alex's lifetime goal (with his colleague, Jack Canfield) is to influence over one million other trainers by his 77th birthday.

To contact Alex Mandossian, please email Support@MarketingOnline.com, or mail to
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What Are Your Ahas?

Thanks for reading *Alexisms*!

Got any “Ahas” that would fit with this book?

We’d love for you to share them!

Tweet us [@happyabout](#) and/or [@AlexMandossian](#),
and tag your Ahas with [#AhaMe](#).



The Aha Amplifier™ is the only thought leadership platform with a built in marketplace making it easy to share curated content from like-minded thought leaders. There are over 25k diverse AhaMessages™ from thought leaders from around the world.

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<http://aha.pub/alexisms>

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"Alex is one of the best online networkers I know."

- Ivan Misner

"Alex can nail a target like no one else I've ever seen."

- Lisa Nichols

"Alex Mandossian is legendary."

- Vishen Lakhiani

"Alex's marketing strategies work."

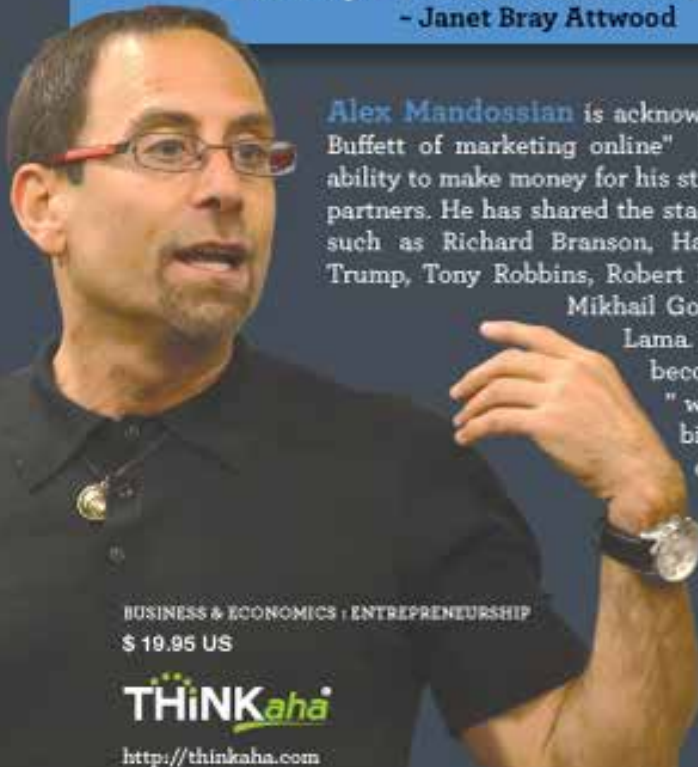
- Jack Canfield

"Alex Mandossian is the 'Warren Buffett' of online marketing."

- Harvey Mackay

"Alex is a gift to the 'Human Potential' movement."

- Janet Bray Attwood



Alex Mandossian is acknowledged as the "Warren Buffett of marketing online" because of his unique ability to make money for his students, colleagues, and partners. He has shared the stage with diverse leaders such as Richard Branson, Harvey Mackay, Donald Trump, Tony Robbins, Robert Kiyosaki, Suze Orman, Mikhail Gorbachev, and the Dalai Lama. His lifetime goal is to become the world's first "work-at-home" billionaire by creating one thousand other millionaires.

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