

THE ANSWER

Grow Any Business, Achieve Financial Freedom, and Live an Extraordinary Life

JOHN ASSARAF and MURRAY SMITH

JOHN ASSARAF is an author, lecturer and entrepreneur. He has a passion for research on the human brain and quantum physics. He is a cofounder of OneCoach, a franchising firm which provides small business growth services. Mr. Assaraf was featured as an expert in the best-selling film and book *The Secret*. He is the author of *Having It All* and over the past twenty years has built four multi-million-dollar companies.

MURRAY SMITH is also a cofounder of OneCoach. He has built more than a dozen successful business ventures. In addition to launching start-ups, Mr. Smith formed a consortium of buyers who purchased and revived the Indian Motorcycle brand in the United States. Indian Motorcycle is now the country's second-largest motorcycle company with sales exceeding \$75 million and the business being valued at more than \$300 million.

The Web site for this book is at www.ReadTheAnswer.com.

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MAIN IDEA

How can I access the unlimited abundance of the universe and become a "success" – whichever way I personally define that term?

The question almost everyone asks at some point in their life

Learn how to focus your thoughts and maximize the power of your mind to build your own business from the inside out and then use that business to achieve exactly what you want

The answer to that question

"The human brain is the most powerful, complex machine in the universe. Simply having the desire to achieve something does absolutely no good, in and of itself. You can want all you you want, and nothing happens. But impress that desire onto the power center of your brain as a new set of instructions, and you can transform that desire into a habit of thought – a belief. And once you do that, no force in the world can stop it from happening. If you have chosen to spend your precious life in pursuit of success in business, then don't let yourself settle for 'good'. Make that business a perfect expression of your values and purpose, the perfect expression of you. Make it the business of your dreams – and then make those dreams come true. Devote yourself to the pursuit of the exceptional."

– John Assaraf and Murray Smith

The Answer

Learn how to use your mind more productively by using tools to create the thoughts, beliefs and habits of mind which will enable you to create anything you desire

Apply your brainpower to envision and build your dream business, fill it with ideal customers, articulate what it stands for and then communicate that value to others



