

# BUSINESSING



The business of serious business.

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Kenny Meyers



HMFT Publishing



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# FOREWARD

by Steve Jobs

“*What have you ever done?*” – Steve Jobs

When people asked me, “Steve, why are you endorsing a book?” I responded, “because all other books before this got it wrong.”

Not many people know this, but when I turned water into wine I was employing *Businessing Principle #47*: “Get ‘em drunk, then sign the contract”.

When I was turning fish and loaves of bread into meals for all the people listening to me speak, I was employing *Businessing Principle #77* “Control The Food Supply”.

Lepers on the road? #2: “Utilize Your Social Capital”.

I’ve known Kenny for quite some time, actually since he was born, and I’ve always felt he was special. In fact, I made him special. Yeah, I can do that. I tried to make it a short bus kind of special but it’s not exactly a science, you know? We’re still learning. It’s more of a hobby.

This book encompasses the principles and moral grounding you need to get Businessing and live prosperously. It has my blessing. In fact, you all do. You all have my blessing.

Just be nice to each other. Get Businessing.

*Steve Jobs*



# PREFACE

**T**he following is a set of business practices and life principles that I've followed to create a new me-life that reworks my inner entrepreneur. The resources provided here are a set of tips, guidelines, structure and rules for implementing the care-free, responsible life/work balance you need to achieve your dreams.

When I was living a lifestyle that was not as agreeable as the one I'm currently living, I had to make a choice. That choice was to either continue down the less agreeable lifestyle or move to a lifestyle with higher productivity and greater income. I also found happiness and/or freedom to do what I choose along the way.

These 317 tips can be utilized in any fashion or provide capital for the necessary mind-shift to utilize your inner animal. The internet and life, among other things, are making everything so fast and complex. We can utilize the simple-balance of skills that successful people use to create a better, engaging lifexperience™.

Businessing will help you do just that.

*Thank you for reading.*





**PART I**

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# CORE PRINCIPALS



## 1

## Stop calling it Business

Let's get rid of the word business. It's such an archaic, cryptic word loaded with too much history.

They tell us that business is what we should be called, but a business doesn't have to be what they want. After all, who are they? They're not looking after your best interests.

When we started the *Businessing Resource Training Center* we went to the government's site to register our business. What does that even mean? The government wants to tell you what to be? The government wants to tell you who you are?

People will come up to you and ask, "how is business?"

"We're not a business. We're something better."

You know what we call it? Arggl barggl. Our business is called arggl barggl because that better represents what we love and want from it. It's just common sense.

The word business should be abolished.

*If you call it a business, you're doing it wrong.*

## 2

## Utilize your social capital

When you join a social network you are instantly part of a group of interconnected well-meaning users who in turn will well-mean all over your wall, status updates, blogs posts and networking events.

When you meet someone on a social network and they ask for something, you should do your best to connect them to it. Then, when you, in turn, want or need something, your generosity to the community at large will be rewarded.

This phenomena, relegated solely to social online communities, is something truly special. We here at the *Businessing Institute of Higher Learning* have come up with our own term for it: *Fluffie*.

When you give on the internet, on a social network, you're exchanging Fluffie or social gravity. Several of us here make sure that we grow our Fluffie everyday. Like googling or youtubing, we've come up with our own verb: fluffing.

When you're increasing your Fluffie, by fluffing another user on a social network, you're not asking for anything in return. Your reputation increases positively when you increasingly start fluffing more and more users and friends.

While many people may ask, "Why are you fluffing a complete stranger? What benefit do you get from it?" You can simply respond, "The mere act of fluffing will always have returns if you keep working at it."

One of our entrepreneurs came to us and was having trouble acquiring growth. We explained to him that if he joins Facebook or Twitter and starts asking people to start fluffing him, things will indeed grow. Sometimes you got to grow someone else's Fluffie, start fluffing them, to get them excited about you.

*So, grow your Fluffie and start fluffing everyone!*

## 3

## Have lunch with every f\*\*king person

**E**veryone on the planet is someone that you can have lunch with because we all need food. If you're eating alone, you're not going to be successful.

There is nothing more valuable to a Businesser than watching someone chew like a cow and talk to you about the growth-dynamics of the insurance industry. "I almost enjoyed your thoughts on the global marketplace as much as I enjoyed a little of your Frosty being spit on my burger, Dan."

If you're walking out the door to go have lunch and you're alone, your business will most likely fail and your empire of dirt revealed to your wife and kids who will despise you. Sound like your childhood? Most likely.

People who eat alone are going to die horrible deaths, and if they're alone it's dictated by the fact that all lonely people just

want to eat a cheeseburger in peace. Their businesses are going to fail. If you aren't networking, then you are dying. "No, really, tell me more about your iPhone app but... oh... hey you got some Mustard on your second popped collar Reginald."

There is no better way to meet your future CTO than to dine with him at Sizzler.

That's why it's your job to relate to every human being on the f\*\*king planet and enjoy a cobb salad at Outback Steakhouse.

Every person on the planet is worth taking somewhere for lunch. History has shown that when groups of people with different cultures get together for f\*\*king breadsticks at Olive Garden, nothing but net profit increase or high-paying jobs happen.

Have lunch with every f\*\*king person.

*Eat together or die alone.*

## 4

## Empty your inbox

**W**hen I think about email, I want to talk about creativity. Experts say the best way to handle your inbox is to read the emails you can, respond to the ones you need to, and delete or archive the rest.

You can, for example, set a timer and process them within a time limit. You can set character limits for yourself in replying.

The inbox and the creative process are complements, a yin to a dreaded yang. The in and out. They are the quintessential building block for making your own creativity sing.

Everyone is creative in their own capacity, and much like The Dead Kennedys' arrival in the 70s, we can traverse the practical application of creativity without making it an offensive malapropism.

We understand the nature of "being creative", "finding yourself", or "learning to fail gracefully to be creative" by being a human being. It's not something I can talk to you about



in bulleted lists, or links, or stolen tweets which are copyrighted material. No, the inbox is the gateway to the human soul: not a 5 minute exercise or a top 10 list on the best ways to boil an egg.

This is a philosophical awakening. Your inbox is not just a view into who you are, it's a view into how you deal with your day-to-day. It's the tyrant that orders you out of Olympus to take you away from your love, fascination and own insights.

I've been reading a lot of Bruce Sterling's "Shaping Things" and it has me thinking about how an email is actually created as an object. How is this object removed? What is the process? Not on just "emptying" your inbox but does an email really leave or do we just accept it as gone because we've archived it?

This is what I mean when I say empty your inbox. It's not about the process of moving and migrating mail. It's about the process of discovering where your creative soul lies within that incoming mail notification...

*...or hit the f\*\*king delete key to empty your inbox.*

## 5

## Distraction free work

**M**any people come to us at the *Businessing: Education and Reunification Center* with an inability to focus on the work at hand. We've compiled this list of tips that have helped our colleagues and friends build a distraction-free work environment.

1. Turn off Instant Messenger clients
2. Block all social network sites
3. Turn off your phone
4. Find a quiet place to work
5. Put on headphones
6. Put a "Do not disturb" sign on your door
7. Ask your co-workers to leave the place of business
8. Murder your co-workers
9. Destroy the building you're working in
10. Threaten the city where your office is with a nuclear threat and make them evacuate.
11. Nuke the city, killing its inhabitants and dress yourself in their entrails.
12. Summon the Dark Lord Cthulu to rise up from his watery palace to destroy the common-folk, bringing the "human" problem to a viscous, blood-filled ending:  
Thus, completing the trial for your rise to power as the king of the Empire of Earth.
13. Close your email client

## 6

## Be agile

**W**hen we say Agile, we mean that all companies should be Agile. If you're not flexible to everything and responding with Agile tactics, you're not the best Businesser you can be.

The only way to be Agile on the internet is to build a Rails application. If you're not familiar with programming or don't know what an application is, don't worry. All you need to know is that you need to use Rails, and then you are very Agile.

Agile means hiring developers who know Rails. Rails developers are Rockstars. Rockstars are Agile. Keith Moon, for example, was very Agile. His drum set ran on Rails 1.2 on Heroku.

Agile businesses are flexible to whatever twists and turns may come. If one of your employees summons Cthulu to build his dark Earthen empire then you as a business, using Rails and Agility, can respond proportionally by focusing on the dark mythical creature ad market.

You don't need to be Agile. See what happened there? We just changed what we said because we're Agile. This book is written in Rails.

Another facet of being Agile is not collecting money, which we cover in "Give everything away for free". Agile people don't need money. Rails 3 added a generate method for money. Agile Businessessers find the concept of monetary exchange so inflexible.

Charge for everything. Agile companies need to be quick and adapt to what the market wants. That chapter you haven't read? Not Agile enough. We just rewrote it. Now we just copy-edited it. Now we scrapped it for length reasons.

Ninjas are Agile. Pirates? Not so much. Big hats aren't Agile. Parrots? Maybe.

Why does George W. Bush hate Agile people? Sorry, I was just watching Kanye West on YouTube and we adapted it for this book. Agile.

Agile companies don't need people with bones. Bones are completely inflexible. In this economy, with so many rapid changes this rapid internet field, having bone structure adds a level of density that Agile shops shouldn't need worry about. If the market or product owner dictates change, how are we to adjust if we are not globs?

Be Agi. We just changed the word Agile to Agi. It's much faster to type than Agile. If you're an Agi shop, and are on Rails, and read Businessing Principle #301 "Learn the foundation of the JavaScript language: jQuery", you'll know that your Rockstar programmers can I just changed this sentence midway.

This text just took on Series A funding so it could grow and be more Agi. We're growing so fast now that we've setup two Agi teams to be Agi-er. We're hiring now. Are you interested in a job working for a startup that just got funded? Do you program in Rails?

*Be Agi.*

## 7

## Don't listen to anyone

**N**obody is right but you.

If you are successful, and someone said you weren't going to be, how right were you? Pretty right!

Everybody knows nothing, except you.

There is not a more satisfying narrative than one where people say your idea is stupid. You will then struggle and finally triumph. This is not just a victory for you, but a victory over them. By purchasing this book, it is now your story.

Every concept of fairness you've ever learned from every 80's movie made by John Hughes is also true.

There are always jocks and nerds. The world can be divided into distinct groups. Your 16th birthday was a rough day but ended nicely.

You're right.

History has proven that people who don't take feedback and trust their intuition always achieve great things. Nobody in history who received criticism with a deaf ear ever harmed anyone.

*Don't listen to anyone.*

# 8

## Give everything away for free

Ads by Google

### Get Paid \$150 In 1 Hour?

Easy Money At Home <Try It Now> > Get Paid Taking Surveys <Free>...  
SurveyMoneyMachines.com

### Make Money Quickly

Get Paid \$25-\$75 Cash per Survey Make upto \$75 in minutes. Start Now  
FreePayingSurveys.com/PaidSurveys

If there is one principle I want to embed in your brain, it's the one core reason for Businessing and my success. Give everything away for free.

My house, my car, and my computer weren't purchased with money. They were purchased with users.

When a community grows in number online, it directly correlates to monetary value. The good news is that it's not your money. *This magic is called advertising.*

When you give stuff away for free, you're not just saying, "Here, internet user, undervalue hard work." No, you're making a statement about how great advertising is. Advertising should become the sole factor for determining the GDP.

Ads by Google

### Cash For Your Gold

\$25 Bonus Cash. Extra Cash For Gold  
We Offer Insurance up to \$1000  
www.cashforgoldco.com

### 70% Profit in 1 Hour

Sign Up Today & Start Earning Fast &  
Safe Cash Trading Options.  
www.AnyOption.com

### 45 Ways To Sell eBooks

Inside This Report, You'll Find How  
to Sell Your E-book FAST!  
45WaysToSelleBooks.com



A scientist from a research center once said, “If I were to bet on the future, it would be a pure advertising economy.”

There has never been a better time to not exchange money for a service or product. Instead, harvest user data as a means of

Ads by Google

**Get Paid \$150 In 1 Hour?**

Easy Money At Home <Try It Now> > Get Paid Taking Surveys <Free>...  
SurveyMoneyMachines.com

**Make Money Quickly**

Get Paid \$25-\$75 Cash per Survey Make upto \$75 in minutes. Start Now  
FreePayingSurveys.com/PaidSurveys

capital. This is how utopia is created. Utopia is a reasonable human goal.

A client came up to me and said, “Kenny, can I have your first born child.” I was taken aback, of course, because my wife had gone through 9 months of labor to output this child. We built a relationship together and wanted to grow a family and live our lives together with this child.

For a moment, I paused and then I finally said, “Sure, if you agree to view this 90 second ad from Cleerox and tell me your favorite TV Shows.”

Businessing thrives on advertising. It’s on a post-it note on my machine. Give everything you can away for free and harvest your data: *build the future where everyone is rich.*

## 9

## MURDER IT!!!!

**H**!! IF YOU DON'T FOLLOW YOUR DREAMS AND DO WHAT YOU LOVE THEN YOU WILL BE MISERABLE! I'M SO EXCITED TO TALK TO YOU ABOUT YOUR POTENTIAL! DO YOU LIKE FLYING KITES? THEN YOU HAVE TO MURDER IT!

DON'T FOCUS ON THE NEGATIVE SUCH AS BEING A HOPELESS LOSER WHO FLIES KITES AND MIGHT LOOK LIKE A PEDOPHILE IN THE PARK SURROUNDED BY 13 KITES AND THAT CREEPY SWEATSHIRT!

NO! THAT'S NEGATIVE-THINK!

FOLLOW YOUR PASSION!

IS YOUR PASSION PEDOPHILIA? I DON'T KNOW, THAT'S KIND OF WEIRD, BUT IF IT'S YOUR PASSION: KILL IT!!!! IF IT'S A PASSION IT'S WORTH ENGAGING! MURDER IT!!!!

I LOVE ENGAGING WITH PEOPLE! WHAT THE FUCK DOES THAT MEAN!? I DON'T KNOW! MURDER IT! CAPTAIN PATRICK STEWART ENGAGED A LOT AND THAT GUY WAS F\*\*KING AWESOME!

YOU GOT TO DO WHAT YOU LOVE AND MURDER IT SO HARD IN THE FACE IT'S A CRIME OF PASSION! MAKE IT SO!

## 10

## The 40 hour work week

I want to propose something insane. What I'm proposing is something so radical and crazy that you have my permission to give this book away if it offends you. People have walked up to me and said, "Kenny, you're crazy! Who can reasonably expect to meet such an outrageous goal."

When I propose to people, what I'm about to propose to you, their mouths open in astonishment. We've all been trained to have certain expectations, things we consider 'rights', that we are 'owed'. I look them in the eye and tell them this:

*"What if I told you that you could work for 40 hours a week, for a company, and receive a reasonable paycheck in return."*

Now before you throw this book in the trash, hear me out. What if you could work for 40 hours a week, receive medical benefits and have two weeks of vacation?

What if you could work for 40 hours a week, receive medical benefits, have two weeks of vacation and live in some of the most privileged and richest countries in the world?

No, this isn't some sales trick, or some vision of utopia. You can achieve this seemingly unachievable goal right now.

Here's how:

1. Find a job.
2. Work and enjoy your life, making compromises on both sides when one needs more attention than the other to keep each respective part moving forward and happy.

