

# THE BUSYNESS DELUSION

**12 Secrets for Designing a  
Smarter Business for a Better Life**

**CHRIS GARDENER**  
FOREWORD BY DAX MOY



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**12 SECRETS TO DESIGNING A SMARTER BUSINESS  
FOR A BETTER LIFE**

**CHRIS GARDENER**

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For press enquiries, please see <http://thebusynessdelusion.com>.

*Dedicated to those who want to make a difference,  
create an impact and leave a legacy so the world is  
better because they existed.*

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# ACKNOWLEDGEMENTS

I was watching a movie recently. With only six main characters, you'd think the list of credits would be short and sweet. I was wrong – practically an army of people were listed. Maybe there was some serious forfeit to be paid if a single name was missed, no matter how minor or tenuous their connection with the film.

By way of acknowledgement, it is instinctive to list anyone and everyone who has had an impact on my life. Friends, clients, colleagues and noticeable strangers have all left their mark. It is, however, both unrealistic to attempt to recognise every single contribution. It is with some discomfort at the risk of missing and offending someone who's not mentioned, that I offer sincere and heartfelt thanks to the following people.

I've had this book in my head for more than three years. After a number of false starts, it refused to budge from being just an idea. Then Trevor "ToeCracker" Crook (a wickedly smart individual with a questionable taste in footwear, but who has a razor-sharp commercial brain and a genius for harnessing the power of words) recommended I get in touch with Colette Mason.

"She'll get your book out of you," he promised. The fact that you're reading this proves he was right. Without Colette's guidance and experience – coupled with her, "I'm not going to let you delay this" approach – I'd still be ruminating and pontificating. She's a wonderful publisher and coach, and I feel lucky to have worked together on this project.

While Colette is brilliant at extracting ideas from my head, it's a completely separate skill to help develop and nurture those ideas in the first place. This is the realm of a coach and in Dax Moy I have a world-class coach.

Formerly in Special Operations in the military, Dax has an imposing physique. Let's cut to the chase – he's impressively huge. If he was approaching you along a dark alley, your "fight or flight" mode would come down firmly on the "get the hell out of here" option. And if he caught you, he'd hug you. Because he's like that. He needs the body of a Greek god so it's big enough to house the most enormous loving heart you could imagine. What you see is most certainly not what you get with Dax.

Add to those beautiful qualities his knowledge of neuroscience and biomechanics, a complete and unwavering belief in and care for you, and an unparalleled ability to help you be everything you can be, Dax has a clear, consistent and inspiring coaching ability. He is truth, joy and love. He has had a huge impact on my life and long may that continue.

A book is never just a question of putting words onto paper. It's never just the author's efforts. There's always a team involved. And I'd like to thank and acknowledge Greg Fidgeon for editing, Wayne Savage for creating the inside illustrations and Sammie Covington for cover design.

A book is just words on paper. It develops a life of its own when those words become ideas, inspirations and insights in readers' minds. It is an exciting and daunting moment for an author when a book is exposed to the first readers. I would like to acknowledge and share my gratitude to my "beta readers" for offering their time and critique to make this book stronger: Sam Francis, Jo Spencer, Owen Dear, Ben Molyneux, Trevor Black, Dan Sager, Ian Redding and Kate Prinsep.

It's easy to have ideas. They feel exciting, inspiring and full of possibility. It's not so easy to turn those ideas into a tangible reality. For the last few years I have been a member of a very special group



of men, whose unwavering purpose is to ensure every one of us shows up in life as the best version of ourselves.

There's no honour in playing small; in giving up on ideas. It would have been easy (and tempting) to let the idea of this book lapse into another "could have but didn't" project. I would like to thank and acknowledge the love, support and tenacity of these men: Yaron Engler, Simon Crowe, Keith Banwait and Trevor Black.

As a parent, I realise we can never know how our kids will turn out or what path they'll follow. To my own parents, I hope this makes sense of the work I've been doing all these years. I'm not sure you'll be any clearer on what it is that I do, but here's the result of who you created. I very much hope this makes you proud. I love you both and thank you for your love and support at every moment.

The toughest situation I've faced was the diagnosis, illness progression and eventual death of my wife, Ruth. We shared two-thirds of our lives together and I am very much a better man for sharing that time and love. Nothing I could say here would do justice to you or our love and time together. I will simply say: I will always love you.

To Helen and John, Ruth's parents, you have provided consistent love and support, giving space where it was needed and being there when that was needed too. It's never "fair" or "right" when you lose a child. I can only admire and acknowledge your dignity and determination during and since those heart-breaking times.

And to my children, Sarah and Adam, I am so proud of you. Losing your mum at such a young age is the hardest thing you could face. To have reached the stage you are now, with the futures you both have ahead of you, I could not be more optimistic and proud. I love you both with all my heart.

Finally, to my partner Kate: You have the heart and the patience of a saint. I felt I'd won the lottery with my first lifelong relationship. Now I realise I've won it a second time. I can't imagine a more caring and generous person to share my life with. You bring out the best in me. We have a big contribution to make through Gift of a Future – I love you and am proud to stand with you to make our own mark together.

Oh, and I'd like to thank Alfie the cat for allowing us the use of his kitchen as a place to get my writing done.

# FOREWORD

“Oh no! Not *another* ‘business success’ book that’s going to rehash the other 100 I’ve already read!”

That’s probably what you’re thinking to yourself right now and, to be honest, it’s understandable.

Very understandable!

Pretty much everywhere you look these days you’ll find books with titles promising you that you can ‘10X your business’, ‘*Explode* your client base’, create ‘irresistible offers’, ‘scale up’, devise a ‘turbo-turnaround’, ‘build to last’ or ‘build to sell’, all promising business owners the equivalent of access to some kind of ‘secret’ for business success that only those in the ‘inner circles’ know but that you, dear reader, can access for £12.99 + shipping.

That’s not to say that some of these books aren’t truly well thought out, superbly written and that the intention on the part of the author isn’t to deliver the promise made in the book’s title. I’m not that cynical and, as an author myself, I know just how much hard work, heart and soul goes into crafting every page, every paragraph, every sentence and, indeed, every WORD that goes into a book.

For most authors it truly is a labour of love to take what’s in their minds and in their hearts, put it on paper (or digital paper) and share that with the world yet in the excitement to share (and of course, to sell) what they’ve created. Sometimes the promises made on the covers of books set the reader up for disappointment, frustration and pissed-offed-ness (it’s a real word!) when they realise 200 pages in, that they’re being told to do what every other business book they’ve ever read has told them to do; find the hungry crowd, build a better

funnel, create a superstar team, cut unnecessary expenses, ramp up your ads and deliver phenomenal after-care etc.

You know, all that ‘stuff’ that you’ve heard before a million times. All that stuff that you’ve tried yet which didn’t make the impact promised or yield the results you most desired. All that stuff that seems to hold so much potential and promise and that seems to be working superbly for the author and the case studies they refer to in their books but which just seem to fall flat, fizzle out and fail when you apply them to *your* business despite all the time, effort, energy and money you put into making them work.

All *that* stuff.

With so many books on business already in print, it may seem to some that pretty much anything and everything that could be said about these creating, growing, scaling and profiting from your business has been said already and, in many ways that would be true.

These days, very little of what finds its way onto our bookshelves is of the uniquely original variety and, instead, tends to be the general rehash of ideas that that most of us have already become very familiar with and so one could arguably put forward the case that yet *another* book on these topics adds very little but more noise into an already noisy genre and more of a drain on the highly-valuable yet rapidly-diminishing time we have available for ‘*getting stuff done*’ in our businesses.

Yet, there’s also another case that could be made and that, with your permission, I’d like to make regarding the book you now hold in your hands; it’s that whilst the general *information* available to business owners may seem to stem from the same sources and share the same general principles and ideas, it’s not always the information itself that contains the *real* value to the reader.

We live in an age where one can pretty much find out all the information they want on any topic with just a few clicks, taps and swipes of their mobile device while sitting in their favourite coffee shop, drinking their beverage of choice, checking their email *and* holding a conversation with the person next to them.

We live in an age where information is abundant, cheap or even completely free yet one could conclude that the fact that there's so *much* information available to us about any given moment on any given topic is the very *reason* that business owners and operators are struggling or, as I like to say they are 'drowning in information and yet thirsting for knowledge'.

If that sounds like you, like you're one of those who are drowning in information yet who still finds themselves confused, overwhelmed, frustrated and burned out from constantly trying to make the information and ideas of the all those business experts and gurus somehow fit into YOUR business model and that you know full well that you don't need more rehashed information about growing a business but rather, what you need is a means to translate that information into *implementation* then I'm sure that you'll love what my good friend Chris Gardener is about to share with you within the pages of this book.

You see, unlike so many other business authors, Chris has managed to cut through all of the surface and superficial 'stuff' that most people *think* it takes to grow a successful and thriving business and gone deep into addressing the the core, essential foundations of what *really* matters and what *really* works when it comes to creating a business that is fun, fulfilling *and* financially successful.

It's worth reading that again.

Because most businesses these days seem to have been built around checklists that are designed to ‘optimise output’ or to ‘maximise profits’ which is all well and good and, of course, we all want profitable businesses, right?

But sadly, this checklist and task-driven approach is often at the core of why so many business owners are so stressed, overwhelmed, frustrated, burned out and *feeling* like they’re failing even though their financial statements may say differently.

In this book, Chris not only reminds business owners about the vast difference between becoming a slave to a task-led, goal-driven ‘Busyness’ that you work for and the fun, fulfilling and financially freeing experience of mastering a business that works for you, but he also delivers a principle-by-principle, step-by-step process for making it happen too.

Chris is that rare blend of individual who is able to see the big picture while being able to go deep into detail, who can maintain focus on the *effects* and results that a business owner most desires yet who can maintain clarity and connection with the deeper, essential and fundamental *causes* that need to be addressed too.

Chris not only understand business but, perhaps more importantly, he understands business owners... perhaps better than many of them know themselves.

That’s why you won’t find a within these pages a book filled with tasks designed simply to fill up pages and and make it *seem* like there’s a lot of value when, in truth, they just add to the already busy and overwhelming lives that most business owners are already experiencing.

Every story, every question, every invitation to put pen to paper has been very well thought out and has great intention behind it, not least of which is to help the reader to create greater impact, have greater influence and, of course, generate greater income without having to spend any greater time in doing so.

I know this for a fact.

I was there while Chris was formulating, creating and codifying the philosophies, principles and practices that he's so passionate about sharing with you in the pages ahead. I saw the care, attention and love that went into each and every part of this simple, elegant and very powerful system you're about to be introduced to and know that this is far more than 'just a book' to Chris.

In fact, as the name suggests, Chris's goal is to help you to completely, totally and utterly change your relationship with your business so that it delivers what you always hoped it would way back when you first started it and before busyness took over your life.

And, in my humble opinion, there's no-one better to teach you how.

In every way that counts, Chris is a *master* implementer who has learned to take action on every area of his life in ways that most could only dream of.

Whether it be growing his own very successful business, acting as CFO for others or coaching yet others still to their own successes supporting and helping to grow a charity that educates girls and young women in Uganda, performing regularly in a folk band (and even recording an album along the way) or travelling to far-flung corners of the globe to experience new sights sounds, paradigms and perspectives, Chris is a wonderful, living, breathing example of someone who has 'done the work' required to escape the Busyness

delusion trap that so many business owners fall into and instead, create, grow and profit from the fun, fulfilment and financial freedom that we all started our businesses for in the first place.

And, in every way that counts, that what *The Busyness Delusion* is *really* about.

It's about learning how to dream, design and demonstrate those things that make a *real* difference rather than get hypnotised, hurt and harmed by those that don't.

Within the pages of this book Chris does a wonderful job of sharing not just the concepts and ideas that so many before him have written about but the practical, roll-up-your-sleeves-and-take-action processes and practices that make the *real* difference.

As you'll soon come to learn, Chris believes that in very real terms that there's a structure, strategy and system for building the businesses most of us dreamed of when we first started out and that it's far simpler and straightforward than most people would believe.

Fortunately for you, within this very book, he's willing to tell you how.

I invite you to not only read the words but to engage fully in what you're about to learn from Chris and to, perhaps for the first time, make the implementation of what's shared your greatest priority rather than just skimming the pages for the information.

There are principles here that may seem too simple, too obvious or even too weird at first... but open yourself up to them and do the work anyway.

Because when you've followed all the steps, you've done all the work and you look back upon what you've created you will, perhaps for the first time ever, come to really LOVE your business.



And it'll come to love you back.

And wouldn't that be cool? :)

Dax Moy

Author Of The MAGIC Hundred

Founder Of The GuRu Project

Creator Of The MindMAP Coaching Institute

National Academy Of Best-Selling Authors 'Quilly' Recipient



# INTRODUCTION

## ABOUT ME

When I was eight years old, I wanted to be a maths teacher. I loved the way numbers worked and I completely loved the feeling of helping a friend reach an “aha!” moment as they realised the secret to understanding something that was previously impenetrable.

If you were to cut me through the middle like a stick of rock, you’d read the word “teacher”. Approaching 50 years later it’s still a thrill.

Despite this, I never did become a maths teacher.

When approaching the finishing line of my maths degree at university, I became fascinated not only with numbers, but with psychology and how the combination of these two subjects created opportunities to make money. The life of an impoverished student is an effective motivator to finding ways of making money.

The consensus of advice to the fledgling Chris was: “Get a professional qualification – you can always fall back on that.” A compliant and capable student, I followed this well-intentioned guidance and joined one of the UK’s top professional firms. I qualified as chartered accountant three years later and found myself as advisor to many small businesses.

They were trading in a wide variety of sectors; from products to services, manufacturing to technology, start-ups to second-generation. I could not have planned for such wide exposure so quickly into my career. I was very fortunate.

It became evident that each business owner believed their business to be unique. Yet, from my privileged and professional perspective,

every business was essentially the same. The details were specific, but the principles were common. Finding a competitive position, deciding prices, controlling margins and cash flow, organising teams, generating leads, creating a strategy and direction; all these and more were principles to be followed regardless of the specific products or services offered.

## “The details were specific; the principles were common”

This insight ignited my “teacher” core. What was transparent to me was invisible to my business owner clients at that time. The reason was understandable – it was because they were buried in the hustle and daily grind of running their operation.

I may have had the insight, but I lacked the courage to make my own break for independence. There’s great comfort being supported in large, well-run commercial organisations. I charted a course for my career that combined my love of teaching, finance (by then my preferred application of my love of numbers) and psychology.

I found myself in training, coaching and mentoring roles, initially in professional services but later in large commercial industrial organisations. I worked with business leaders in the UK, France, Germany, Italy, Denmark, Spain, Saudi Arabia, Dubai, Egypt, Hong Kong and the USA. What I taught them about the application of hidden business principles they then reciprocated in teaching me cultural differences between such a wide array of international environments.

This was a wonderful education. However, if you’ve ever had the dream of setting up your own business then that spark never gets extinguished no matter how comfortable your career may seem.

As my young children were just about to start their own journey into school education, it was increasingly necessary to resolve the conflict between international business travel and happy and healthy family life. There was only one possible decision for me: family first. I did not want to miss out on my kids' school years. It was time to become master of my own destiny.

It had taken 15 years longer than I'd imagined, but at last the "be your own boss" trigger had been well and truly pulled.

My initial business turned out to be highly lucrative and afforded me the lifestyle that gave me the family time I craved. Everything was going swimmingly. My friends and family weren't surprised as this was "capable Chris" continuing his successful and apparently easy life.

To be fair, this is how it seemed to me, too. But I was wrong. It was an illusion.

A couple of years into my new business, we received the devastating news that my wife was suffering from an incurable brain tumour.

Having been together since our mid-teens, we'd already had a longer relationship than many marriages. We tried to keep this perspective – we'd been lucky, happy and, until that moment, healthy. We had two wonderful children, a comfortable home and supportive families. Yes it was devastating, but we would cope.

And so we did. I reduced the number of clients I was serving as my priority was to look after my wife and the kids. The business had done so well financially that reducing the workload was an available option. As you'll read later, this is one vivid illustration of why financial security is so critical.

As my wife's condition deteriorated, it robbed her of her ability to walk, talk and be independent. During the last two years of her life I was her 24-hour, full-time carer.

Of course, the situation was dreadful, painful and we wished it were different, yet those two years were also beautiful, intense, loving and special. It was a privileged and honour to have such an intense time together. True, deep love, even when words weren't available.

That she was able to remain at home until the end – surrounded by family, friends and love – is one of my proudest achievements. However, the children don't stop growing. And life needs to carry on.

During those months and years I'd had plenty of time for reflection. While I'd successfully transitioned from corporate employment to being my own boss, I realised I hadn't built a business. This was the delusion. If I reduced my client work, my income followed suit. That's not a business; it's a job in disguise.

As the widowed, single parent of two school-aged children, it wouldn't be smart to jump straight back in to a job in disguise. It was time to put into practice what I'd learned – what I'd been teaching – over so many years.

Thus, I co-founded Strategic Mentors, which specialises in guiding self-employed business owners through the process of achieving what's most important in life: financial security, freedom and fulfilment.

## **WHY I WROTE THIS BOOK**

This time – right here, right now – is the most amazing time to be alive. Despite media and news coverage doing its best to convince us everything is doomed, in reality the opposite is true.

At no time in history have we lived longer. We've never been healthier or better educated. We can travel anywhere in the world in a matter of hours. It's never been easier to earn money. We have more entertainment possibilities than we could possibly have imagined. We have the world's information accessible from a device in our pocket. We can communicate directly with someone anywhere in the world instantly and for free.

We can set up an international business for pennies. No longer do we need to be the servants to landed gentry or factory owners. The world is ours. We can make it what we choose.

And yet many dreams wither on the vine. The hopes and expectations of a new business too often find their level in mediocrity. The possibility of freedom is frequently abandoned; deemed unrealistic against a desperate, never-ending, hamster-wheel hunt for "enough money".

This happens not through lack of ambition, but because of the instinct to follow the herd and to copy what everyone else is doing. Learning from others has been an effective strategy for the last 70,000 years so why should it be ineffective when applied to building a business?

When we wanted to learn how to prepare our own food, it made sense to learn from those who were good at hunting and cooking. In other words, we learned from those who were already achieving the results we wanted.

Curiously, in business we seem less discerning when choosing who to learn from. We copy the marketing tactics of competitors not because they're achieving the results we want, but rather because we can see what they're doing.

Unsurprisingly, when their tactics produce mediocre results so do our imitations.

So, despite this being the very best time to be alive, people with the courage and conviction to start their own enterprises end up missing amazing opportunities. And yet, when they do turn their businesses into successes, extraordinary things can happen.

A ripple effect builds. Relationships deepen. Families become more connected and more loving. Communities become more engaged and less distracted. The daily pressure to earn enough is released and a greater purpose starts to emerge.

Despite this being an amazing time to be alive there are still very real problems and challenges in the world. If they're going to be solved, they need attention and resources. Entrepreneurs are the people best placed to provide both. They have the energy, drive and determination to get things going and build momentum. They also have the resourcefulness to make things happen.

They don't wait for permission – no entrepreneur became successful waiting for permission. They think, decide and act. Problems get solved. The world gets better. An impact and legacy emerges.

This is what's possible when you have the right kind of business – one that empowers, liberates and inspires you.

This is what's possible when you have a 3Fs business and life. Where you have financial security, freedom and fulfilment.

The path to all 3Fs is open. This book gives you the map.

## **WHO THIS BOOK IS FOR**

When I give talks to rooms full of self-employed business owners, I ask them how their business is going. The common response is:



“Great, busy!” I then ask them if “being busy” is what defines success.

They realise it’s not, yet they don’t have a better answer. This is where I introduce them to the real purpose: financial security, freedom and fulfilment. I then ask them: “Do you have these 3Fs already?”

There’s a consistent pattern to the answers they offer: “I think I’ve got two of them, but I don’t yet have financial security.”

As you’ll see in this book, most of these business owners don’t even have the 2Fs they think they have. They think they’re fulfilled because they can say, “I really enjoy my work.” They think they have freedom because they believe it means they can take a day off if they want to.

As one of the characters reveals in the story that follows, freedom and fulfilment are far bigger than these shallow responses. What’s more urgent, though, is to act on the first F: Financial security.

You’ll learn why this F must come first and you’ll learn exactly how to achieve it on your own terms.

This book is written for people who are doing nearly well enough, but who don’t have security of regular and predictable income every month. The business may be at start-up stage or may have been going for a few years. The age isn’t the issue; it’s the ups and downs of irregular and insecure income.

This is also for those thinking of starting a business. Every single day, hundreds of people make a start at a new way of earning money and making a living. Most will dive in, believing the priority is to “take action”. Sooner or later, they’ll be just like all the other start-up dreamers – being too busy and without financial security.

So, whether you've had your business for a while or you're just about to start, if you want to have financial security without the busyness, you're in the right place. This book is specifically for you.

## WHAT THIS BOOK COVERS

There are 12 principles to follow to transform a business from a daily grind of feast and famine through to having financial security without the busyness. This book sets out those 12 and explains how to put them into practice.

The principles are structured in a framework – the Thrive Framework – four quadrants to make it simple to understand, remember and implement all 12.

A business doesn't just happen on its own. It needs a leader, an owner, someone making decisions to move it forward.

Consequently, looking only at business strategy, tactics and techniques will miss the critical personal dimension. Commercial topics on their own can never be the only ingredients necessary to create a thriving business.

Therefore, the Thrive Framework explained in this book includes two quadrants specifically focusing on the person, the individual – the skills and characteristics and way of thinking required to grow and build a 3Fs business.

Many are tempted to ignore the personal quadrants as they require introspection and often uncover unresolved issues they'd rather sweep under the carpet. However, avoiding these personal quadrants inevitably leads down the path to demoralising results: a lack of financial security, higher levels of stress and, in extreme cases, relationship breakdowns.

It's worth being clear, the personal quadrants are essential. This book explains why and the necessary elements to put in place.

The second two quadrants deal with business principles, making the best use of resources and building essential momentum. They demonstrate the consequence of “diving in” too early when setting up and trying to build a business.

They provide the antidote to overwhelm and busyness. They create the very best opportunity for the 3Fs of financial security, freedom and fulfilment.

You'll learn what a life with all 3Fs looks like. Perhaps more importantly, you'll discover what life without all 3Fs feels like. It's not common to recognise the 3Fs impact and even more unusual to bring all three into business and your own life.

There is more to life than, “I quite enjoy my work”.

It is not freedom when it's the lack of work that allows you to take a day off if you want to.

Uncertain financial income is not “just how it is” when you run your own business.

This book reveals this ground-breaking 3Fs approach, and makes it accessible and practical for all readers.

## THE HEROES

For the last 70,000 years, humans have passed knowledge down the generations through stories. Before the invention of writing, before the advent of the printing press and way before the modern miracle

of electronic publishing, stories were the most effective method of teaching and remembering the wisdom of elders.

I could have written this as a pure “how to” book to join the ranks of countless others; many of which may be gathering dust on your shelf already. I have plenty of such titles in my own library, which is how I recognise this reality.

There are a small handful of these books that I remember. They are the ones that had most impact on me. They are the books whose wisdom I most readily recall.

Although they cover very different topics, they all have one thing in common: they tell a story.

There is no courage in playing small. My intention is for this book to have such an impact on you, dear reader, that you are inspired and able to make breakthrough changes to your business, so that you create an extraordinary lifestyle.

If this is your first reading of this book, the chances are you have no idea what amazing possibilities are in front of you. You are yet to experience the benefits of financial security, freedom and fulfilment. My aim is to help you turn those possibilities into realities.

Through history, changes such as these weren’t achieved by “telling you how to do it”. Changes of this scale were set in motion through stories, which both inspired and explained the necessary actions to take.

Hence, it was clear to me that the best way to inform and inspire you was to tell you a story.

It’s a story centred on two characters, Simon and Frank. They are the heroes of this book.

Although they are both fictional, they represent an amalgamation of characteristics, skills and personalities of a great many of the wonderful clients and friends I've known over the years.

You may recognise some of Simon's situation in your own. He has been trying to build his business for a few years, but has never yet replaced the healthy salary from his last job.

Frank was in the same situation many years previous. He cracked the code to make his business and his life worthy of being role models.

You'll see Frank help Simon to understand that his current struggle is not his fault, as well as teaching and guiding him through the principles that will transform his business and life.

Just as Frank encourages Simon to implement these principles, I invite you to bring them into your own business and life.

You will be the richer for it, in more ways than one.

## HOW TO USE THIS BOOK

Read the book twice.

The first time, absorb the story. See the common ground between Simon's situation and your own. Listen to the way Frank teaches Simon and recognise how Simon struggles at first before truly understanding each principle. Watch how Simon puts each one into practice.

The second time through, skim to the highlighted boxes of tips and diagrams. These form the structure for you to implement yourself. These are the building blocks for your transformation.

Complete the tasks that Frank shows Simon yourself. Being blunt for dramatic effect: your life depends on this!

As soon as you can (although I know you're less likely to act on this) I encourage you to teach these principles to someone else. This will take your understanding to another, deeper and stronger level. When you're able to teach someone, you know you've deeply understood the lesson yourself.

So now I invite you to read the story. Be open to the insights Frank shares and start to bring them into your own life.

There's no other time than now.

## RESOURCES

At various points in the story Frank gives Simon tasks, often backed up with specific tools to help him.

The same tools are available for you to use. You can get them from my website <http://thebusynessdelusion.com>.

You'll find each one conveniently listed in the resources section at the back of this book.

## KEEP IN TOUCH

If you have questions, want to reach me or find out more about how I can help you solve this problem, then all the contact details are at the end of the book too.

# LET'S GO

Now you're ready to read the story. You're about to experience the fly-on-the-wall sensation of a life-changing series of events.

If you're itching to dive in to sort out your business, first learn from Simon's mistakes. Learn why and how he made them.

Listen to what Frank has to share. It changes Simon's life. Maybe, it can change yours too.

Let me introduce...

# WHEN YOUR BUSINESS IS A JOB IN DISGUISE IT'S TIME TO GET SMARTER

## How to Have Financial Security, Freedom and Fulfilment Without Being so Bloomin' Busy

The purpose of your business isn't to keep you busy. It's to give you financial security, freedom and fulfilment - the 3Fs. Instead, most small businesses become a hamster wheel, where the hours are long and the rewards mediocre. Self-esteem is threatened and life, love and relationships impacted. This book explains why this happens and how to approach work in a smarter way, to have a better business with less busyness and more certain results, so you can get back to living and loving life again.

### It covers:

- Why the hustle method is seductive but flawed, and how to use a smarter approach
- Why most self-employed people unwittingly choose the hardest way to earn, and what the easier options are
- How to overcome the biggest obstacle to a smarter business and better life
- What financial security really means and how to achieve it quicker and more easily
- How to get better results by applying a simple model of how the brain works to give you more control
- How to eliminate your competition to make it easier to get better results

Providing a new framework, illustrated in clear diagrams and told through a compelling story, this book reveals why copying others creates the hamster wheel effect, and precisely what to do to have a business and life you deserve.



Chris Gardener went from chartered accountant to international corporate career and has run his own businesses for 14 years. He's been a business mentor and personal development coach for over 25 years. When his wife was diagnosed with an incurable tumour, it was a reminder of what's really important in life – love, time and enjoyment. He developed the philosophy and framework set out in this book, which he used to redesign his own business and life.

*"This book nails the problem with most small businesses. The solutions are time-tested principles, for the first time pulled together in an original and enjoyable way that's easy to understand and implement."*

Dan Sager

[www.thebusynessdelusion.com](http://www.thebusynessdelusion.com)

**Let's Tell Your Story**  
PUBLISHING