

White Paper

# **Building Entrepreneurial Minds**

## **By Everyday Dads & Moms**

Version 1.17

**“You can never solve a  
problem at the level on  
which it was created.”**

Albert Einstein

There is no question that entrepreneurs think in a very different way than most people’s brains. The question is . . . can we learn to think like entrepreneurs think . . . and help others to do so as well?

We believe we can and can help others to do so as well and we trust this white paper will be the start of a journey which will change your life and the lives of others around you . . . forever!

When we learn to Think Differently . . . we can solve any challenge / problem.

~ [www.DNAforLife-Laws.com/cool-free-stuff/think](http://www.DNAforLife-Laws.com/cool-free-stuff/think) ~

## **This Movement Is Dedicated To . . .**

This white paper and following books, workbooks, worldwide seminars, workshops and events are all dedicated to two amazing parents Ralph and Karen Boersma AND every other parent who creates entrepreneurs who bring a different way of thinking to the world, prosperity to many and who knew the secret (but didn't know they knew) to creating kids, then parents, then grandparents and probably all future generations of entrepreneurs.

If you think you are an entrepreneurial minded individual now . . . why are you reading this white paper? Our guess is that maybe it's for one of two reasons. The first might be because deep down you kind of think you are but you know you have a long ways to go. The second might be that you want to help others to learn to think at the frequency you are thinking at.

Now . . . just a quick note . . . you may think you are an entrepreneurial minded individual . . . but may not be nearly as much as you think you are. There will be tests throughout this entire white paper which will help to determine how much of an entrepreneurial minded person you really are. :-) Sometimes we'll let you know you're taking a test . . . but many times we won't.

For example . . . when we shared the above, did you get defensive about what we were saying or embrace what was shared. If you embraced it . . . maybe you're a little more entrepreneurial minded person than the next person. :-)

Here's another test . . . how fast will you complete the following online survey?

[http://dnaforlife-laws.com/cool-free-stuff/survey-library/#et\\_pb\\_accordion\\_item\\_19](http://dnaforlife-laws.com/cool-free-stuff/survey-library/#et_pb_accordion_item_19)

Here's another test . . . are you seeking to think what I'm thinking? I'm seeking to think what you're thinking and seeking to engage your mind in a way that . . . well brings our frequencies together. If you think you're thinking what I'm thinking feel free to share with me, in my personal email what you think I'm thinking. :-)

[mboersma5@gmail.com](mailto:mboersma5@gmail.com)

There are a number of individuals I greatly respect who will be included in this white paper and following books, workbooks, worldwide seminars, workshops and events. These are individuals that I hope you will have the privilege of meeting one day as they've helped me to change the way my brain is wired . . . change the way I think. :-) Enjoy!

The first eight carefully selected topics which will be addressed in the Q&A are so critical to learning to think like an entrepreneur and helping others to do so as well.

1. Intro ~ The Value Of This Project
2. The Value Of Our Own Story
3. Taking Personal Ownership
4. Train Up A Child
5. The Most Important Thing
6. It's A Journey
7. The NEXT Dimension
8. Q&A ~ Being The Best Student In The World

### **The Value Of Thinking Different . . . i.e. Thinking Like An Entrepreneur.**

My dad was a pastor and a missionary and my mom was a stay at home mom and supporter of my dad. My parents raised six children and every one of us now own our own companies. The oldest one took the path of becoming a CPA and worked for someone else for a number of years, but then started his own accounting firm and now buys companies all around the world for himself, his brothers and others as well.

I'm the second child and began starting my own companies at the age of 11 years old. I graduated from college with three degrees, got married, decided to start a family right away with my wife who was not working outside the home. We bought our first home, and I had six great job offers, but decided to take a position in straight commission in the mortgage industry doing something I hated doing, wasn't good at it and only earned \$1 an hour for the first three months I was in business.

My younger sister, number three, does a number of things and also works with my oldest brother in all the things he's doing. The fourth child, my brother was in

the Marines for 22 years, retired from the military at age 39 and then started his own very successful computer consulting company.

The fifth child, my youngest brother, went to seminary, become a pastor, helped to start a church and then started researching businesses to buy and has bought a number of businesses with my two other brothers. The youngest, number six, my sister became a successful medical doctor who currently travels all over the world helping others and practicing medicine in many areas.

Four of my seven children, ages 16 to 29 years old, own their own companies and I believe all seven will eventually own their own companies. I have invested over four decades of my life . . . seeking to discover the secrets to thinking like an entrepreneur and helping others to do so as well.

This is a journey, far more than a destination . . . I hope that each of you will decide to travel this journey together with myself, my friends, family, friends in the making and all those in your spheres of influence.

I believe the truth is that every single person in the world was born an entrepreneur . . . but somehow we have it trained out of us. Think about it . . . how a baby, a toddler explores things, seeks to learn things they don't understand, even if they are dangerous or could hurt them. I heard on the radio today that a baby is fearful of two things, loud noises and falling . . . and adults have over 7,000 fears.

Hmmm . . . what causes an entrepreneur to overcome their fears?

What causes an entrepreneur to race toward their fears?

What causes an entrepreneur to "fail" thousands of times . . . but never give up?

What causes an entrepreneur to seek the unknown and give up security?

We will explore this journey together . . . and together we can accomplish so more more than we ever could on our own.

Join me in our journey together!

[mboersma5@gmail.com](mailto:mboersma5@gmail.com)

# Q&A

## Q01: What Is The True Value Of This Project?

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There is really so much value far beyond what we could list in this simple white paper. Tom’s father and mother owned a gas station and Tom learned more by the age of 10 years old than most MBA students learn. As a boy, Tom hung out with his dad for years at a coffee shop with a bunch of other business owners and learned to think in a very different way. Common everyday people . . . teaching a young boy how to think differently.

- Improve life balance
- Have deeper relationships
- Have true freedom
- Earn more money
- Work less
- Have less stress
- Help others
- Discover our life vision
- Live our life vision daily
- Empower others
- Leave a legacy
- See greater & true success
- Happiness / Joy
- Have stronger families
- Stronger communities
- Stronger nations
- Stronger world
- Dream more
- Have more fun
- Gain more knowledge
- Know the truth
- Achieve goals
- Stronger teams
- More profitable teams
- Happier employees
- More productive employees
- Employees think like owners

Tom helped raise over 100 million dollars for Easter Seals. Tom co-authored a book “Community / Business Partnerships”. Every community based leader should read this book and start a weekly Coffee Connection mastermind group with local business people.

- > [www.DNAforLife-Laws.com/e-book/cbp](http://www.DNAforLife-Laws.com/e-book/cbp)
- > [www.MyCoffeeConnection.org](http://www.MyCoffeeConnection.org)

## Q02: What Is The Value Of Our Own Story?

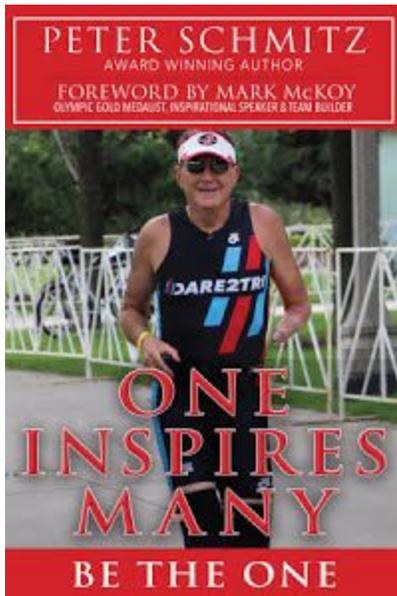
Answer ~ Peter Schmitz, Author and Speaker



Peter Schmitz, Author and Speaker

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What is your story? What are your passions? What is your life vision? Amanda bravely shares her life story about having a father who was a drug user, alcoholic and abusive.



Through Life Masteries Institute Amanda completed a 7 week process to complete her FULL Life Vision profile, discovering her life vision and learning how to live that each and every day.



Amanda's Story . . . [https://www.youtube.com/watch?v=Q\\_asabH2Dsk](https://www.youtube.com/watch?v=Q_asabH2Dsk)

Discover your Life Vision ~ <http://dnaforlife-laws.com/life-vision/>

How valuable would it be for you to hang out in person and/or over the phone with other like-minded individuals who are as passionate about helping you discover your story and tell it as they are in telling their own story?

**Entrepreneurial Test** ~ Do you take action? Do you trust as Peter and Amanda do and just dive in or do you think more like a “normal person” and question everything and don't do much of anything? If you haven't completed your GIFT 30 minute Strategy Session based on your personality, then IMMEDIATELY go online right now and take 3 minutes to complete the survey. Someone from Life Masteries Institute will connect with you to schedule, at a convenient time, 30 minutes to give you your gift strategy session.

~ [www.DNAforSuccess.com/30min-strategy](http://www.DNAforSuccess.com/30min-strategy) ~

### Q03: What Is The Value Of Taking Personal Ownership?

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- Matt Maple

Matt, like many employees, used to think, that his boss was missing so many things and wasn't listening to Matt and often didn't know what he was doing. Matt, through ActionVision coaching and mentoring learned to think very differently and now is not only far happier in his position but also making a far larger contribution to his company he works for and those around him.

### He's an employee . . . but thinks like a business owner . . . and that works out well for everyone.

A very powerful free white paper through Life Masteries Institute helps employee minded people to learn to think like entrepreneurs.

> [www.dnaforlife-laws.com/cool-free-stuff/ownership](http://www.dnaforlife-laws.com/cool-free-stuff/ownership)

More and more business owners are starting to think like entrepreneurs. Being a business owner and being an entrepreneur is actually very different. Over 95% of business owners, own a job, not a company. An entrepreneur seeks to help each team member to learn to think like they think . . . so they can take over for them . . . so the entrepreneur can go out and start another company or a social entrepreneur seeks to change the world and the way people think about themselves, their own capabilities and those around them.

Legacy Partners does some amazing things around the world in so many areas. One of those areas is helping business owners who are seeking to hand their business over to others to find those who will be great stewards of what the entrepreneur has invested a lifetime into.

~ [www.dnaforlife-laws.com/causes](http://www.dnaforlife-laws.com/causes) ~

#### Q04: What Is The Value Of Training Up A Child?

Answer ~ Rosanna Boersma

See . . . Rosanna made the mistake that most everyday people make and took decades to realize how powerful her story, her experiences, her insights were to helping employees to learn to think differently.

If you're a leader or a business owner . . . you may think your employees need to learn to think differently . . . and they do . . . but the tough news to share . . . is so do you. Entrepreneurs have a vision far greater than any resources available so they learn to develop people. As an entrepreneur, there will be many businesses we want / need to start and to do that we need to learn to train someone up as we would a child.

The first challenge to overcome is getting adults to realize that, we as adults really do act like children a lot more than we realize. We whine, complain, aren't grateful, are entitled, are selfish, lazy, sloppy, we often take more than we give, over value our strengths and under value our weaknesses.

What's really sad is that we often have greater weaknesses than children . . . but do not have the strengths that children have. If anyone watches the following video and doesn't realize how little we really are, then we're in pretty bad shape.

~ [http://dnaforlife-laws.com/career-success/#et\\_pb\\_accordion\\_item\\_100](http://dnaforlife-laws.com/career-success/#et_pb_accordion_item_100) ~



~ **Awesome Women** - [www.youtube.com/watch?v=wX31akiuq6M](http://www.youtube.com/watch?v=wX31akiuq6M) ~

### Q05: What Is The Most Important Thing?

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- Jason & Melissa Miller



Check out our 1 minute very special MVP video . . .

<https://www.youtube.com/watch?v=ZOnKj9T0ktE>

It's interesting . . . when people become clear as to their life vision . . . why we were put on this planet . . . how it brings a hope back to our lives. We are willing to stretch ourselves and start to think like entrepreneurs again . . . like when we are young children. Check off those you think you are very strong in.

## How Do Entrepreneurs Think . . .

- |                              |                          |
|------------------------------|--------------------------|
| Very hard work ethic         | Open minded              |
| Take personal ownership      | Willing to fail          |
| Best student in the world    | Lovers of truth . . .    |
| Focus                        | . . . Even if it hurts   |
| Embrace thinking differently | SEERS                    |
| Embrace being wrong          | DOERS                    |
| Solid life vision            | Huge Hearts              |
| Confident & Humble           | Zero entitlement         |
| Delayed gratification        | Zero defensiveness       |
| Pursuit of system            | Zero laziness            |
| Relentless in effort         | Zero rationalization     |
| Never give up                | Zero Whining / Self Pity |

**Q06: What Does “It’s A Journey Mean?”**

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We live in a society where it seems BIG everything . . . government, business, education, media, medical and even big religion all seem to want to seduce us into thinking that “I can have what I **WANT** to have without working hard to **DO** the things I need to do.”

It is a seduction of the mind, of one’s thinking to enslave us into an entitlement attitude. Entrepreneurs have learned that past success does not insure future success and hard work doesn’t even entitle us to success. Making great choices and following the rules does not entitle us to success . . . we are not entitled to anything and that is what causes an entrepreneur to learn to think very differently than anyone else.

When my grandmother told my dad that she was concerned that his company wouldn’t be successful and he would not reach his very high goals . . . he replied . . . “Mom, it’s not about the destination, it’s about the journey.”



**Q08: What Does Being The Best Student In The World Mean?**

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- Alan Stein

Alan is currently involved on many business and community based projects and learning more each and every day about how to be a better student and how to assist those around him to learn how to do so as well.

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

~ [www.dnaforlife-laws.com/e-book](http://www.dnaforlife-laws.com/e-book) ~

[www.Mastermind-Seminars.org](http://www.Mastermind-Seminars.org) is a movement which helps business owners to learn how to develop a BOS ~ Business Operating System. A BOS is the engine which runs our business. We earn the money we earn, work the hours we work, have the stress and life balance we do or do not have due to our engine, our BOS.

Attend the next upcoming event and then engage immediately, that is what an entrepreneur would do :-), and start your very own [www.MyCoffeeConnection.org](http://www.MyCoffeeConnection.org). All you need is one other person to start so start one tomorrow or better yet start one today. :-)

Share this white paper with everyone you know . . . friends, family, partners, co-workers, employees, employer . . . really anyone you know. They will be grateful to you that you did this and that will bring benefit to them as well as you.

**Remember . . .**

“We can accomplish far more together than we ever could on our own.”

**Q09: How Does This Connect Into Mastermind Seminars?**

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One of the biggest challenges professional athletes have after they retire is what they will do with the rest of their lives. They are very much like top level executives in that they have achieved a high level of success that few ever achieve. They are also a part of a larger system . . . which is why just like top level executives, they need to learn to think very differently. They are able to take their experiences and apply them . . . but they also need to learn to develop a whole new area of their brains . . . how they think.

Brian and many others have chosen to be greatly assisted in reducing the time it takes to learn to think differently by going on ActionVision. Business owners who have been in business have shared . . . %QÁæÁ { ] | ã @ á Á [ i ^ Á ã ç Á [ ] c @ Á [ ] Á c @ } X á ã } Á c @ Á c @ ^ Á ã Á c @ Á c @ ó Á Á ^ æ • Á - Á , } ã \* Á ^ Á { [ ] æ ^ Á È È æ á Á Q Á [ i i ã \* Á ^ • • Á c ~ i • Á ã á Á c @ ^ Á ^ • • Á c ^ • • È

~ [www.DNAforSuccess.com/implementation/one-on-one](http://www.DNAforSuccess.com/implementation/one-on-one) ~

If you are looking for a speaker for any type of event call 888.230.2300 for additional information on Brian and a host of other speakers who will help you assist your entire team to learn to think differently and do so quickly.

# Breakout

Date: \_\_\_/\_\_\_/\_\_\_

Time: \_\_\_\_\_ to \_\_\_\_\_

Name / Topic Of Breakout: \_\_\_\_\_

Leader: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## 1. Goal For Breakout



## 2. How Does This Connect Back Into My Wii-FM?

## 3. Key Points / Notes

## 4. Partner With

## 5. How Does What I Learned In Morning Apply?

## 6. Action Steps I COMMIT Take With Due Dates

Day of week \_\_\_\_\_ and time \_\_\_:\_\_\_ leader will have mastermind call.

I / We will commit to communicate at least once a week as a group.

Coffee Connection weekly meeting is held on \_\_\_\_\_ at \_\_\_:\_\_\_

**Q10: I am an employee . . . how do I get this into my company?**

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- Ski Swiatkowski



~ <https://www.youtube.com/watch?v=JG4jhRINcTE>

Regardless of if we are an entrepreneur, business owner, leader or an employee there are similar things that we all want to accomplish. Biggest challenges / problems are a threat or irritation to helping each of us achieve what we want to accomplish in whatever role we play.



Ski is very actively involved in lacrosse and success in business and teams is very much like being successful in lacrosse. There are three steps to success for any challenge / problem: Step 1: Examination, Step 2: Solutions and then often the hardest Step 3: Implementation. Ski and others who are a part of Legacy Partners and [www.Mastermind-Seminars.org](http://www.Mastermind-Seminars.org) are able to do a 30 minute Strategy Session which helps us quickly learn what the core problems are and how to fix them at a core level. [www.DNAforSuccess.com/30min-strategy](http://www.DNAforSuccess.com/30min-strategy)

