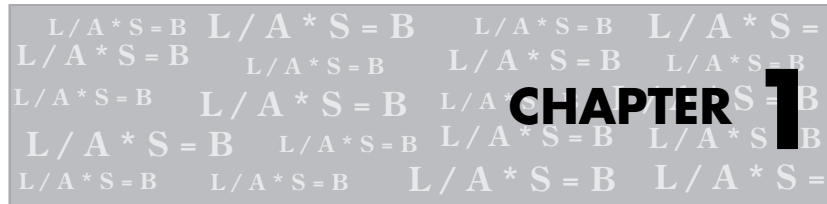


L/A*S=B L/A*S=B L/A*S=B L/A*S=B
L/A*S=B L/A*S=B L/A*S=B L/A*S=B
L/A*S=B L/A*S=B **THE BLACK SECTION**
L/A*S=B L/A*S=B L/A*S=B L/A*S=B
L/A*S=B L/A*S=B L/A*S=B L/A*S=B

THE EQUATION

$$L / A * S = B^{\text{TM}}$$



A FURTHER EXPLANATION OF $L/A * S = B$

More than just a gimmick in a self-help business book, the proven formula of *The Equation* is a universal tool that illustrates how being passionate about your profession can significantly increase the quality of your skills, products, and services. Your devotion to excellence will then increase attention and public support, which ultimately translate into a successful business.

It doesn't get any simpler than that. My goal now is to map out the process for everyone. I believe that we are all artists in some way. Some people just have to find out what they're good at and put their all in to it. My *art* is to explain how it's done.

First, we must all understand that each and every one of us will play a necessary role in the development of a successful enterprise. Some people will *love* the product, inspire its creation, and provide the raw energy toward its production. Others will master the *art* of creating and improving the product to make it desirable. You will then need individuals to *support* the production, promotion,

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and sales of the product. Once these three components of *love*, *art*, and *support* are all at work in unison, the fourth component of *business* multiplication and progress is inevitable.

With the many start-up businesses of entrepreneurs—including myself—some of us are forced to execute all 4 of these components on our own. We then gain first-hand experience in evaluating the importance of them all. However, we all have our strengths and weaknesses. And we are at our strongest when able to assess what those strengths and weaknesses are, while making adjustments accordingly. *The Equation* will help us all to do so.

Since few of us are able to perform all 4 of these components on our own successfully, it is important to concentrate on your strengths, and then seek to partner with those who are able to balance out your weaknesses. Even if you are one of the fortunate few who is able to master all 4 components, the idea of progress in *business* is to eventually form larger teams of success called companies. These companies then become small or large depending on personal preference, ambition, available capital for expansion, and overall execution.

Utilizing *The Equation* will allow you to assess your individual efforts as an entrepreneur, the success of a growing company, as well as the contributions of its employees. But how can you realistically gauge how much people, as individuals, *love* their profession, how good they are at their particular craft, how much *support* they are able to gather, and ultimately, how much *business* they are able to generate?

Well, with *art* (A), companies use professional opinions, extensive research, public surveys, and rankings to determine artistic value. For team *support* (S), they make staff and management evaluations. For public *support* (S), they compute sales figures, overall attendance, raised funds, or tallied votes. And *business* (B) speaks for itself in the forms of increased products and services, as well as the obvious accumulation of revenue. But *love* (L), how do you ever account for love? And how many people will accurately grade themselves on a 100 percent scale, the way they did in grade school?

So I devised a comprehensive set of questions to ask prior to applying *The Equation* that will enable you to grade yourself more accurately and honestly. Although these estimates can never be exact—due to the natural imperfection of human judgment—they can indeed serve as clear representations of your individual and company value if used correctly.

This set of expanded questions is referred to as The Five Elements of each component—*love*, *art*, *support*, and *business*. The goal of defining the various elements that comprise each component is to ensure that the numerical value you assign to each variable is as accurate as possible. Using The Five Elements of each component, and the charts supplied in the final section, "*The Equation in Use*," you will be able to make a more precise assessment of where you stand in your career within a given time period, career goal, or career aspiration. And as instructed, you may also create your own Equation Chart to apply to personal and or company needs.

For *love* (L), The Five Elements are *passion*, *commitment*, *dedication*, *loyalty*, and *consistency*. Based on the definition of each element of *love* (L), you will be asked to honestly assess the overall passion that you have in your career from 0 to 100 percent, and or assess the overall passion of your company.

For *art* (A), The Five Elements are *adoration*, *presentation*, *purpose*, *execution*, and *excellence*. Based on the definition of each element of *art* (A), you will be asked to assess your Competitive Rank within your professional field from 1 to 50, and or assess the Competitive Rank of your company within its industry.

For *support* (S), The Five Elements are *attraction*, *packaging*, *organization*, *imagery*, and *movement*. Based on the definition of each element of *support* (S), you will be asked to estimate the Supportive Range of your enterprise within a *communal*, *local*, *regional*, *national*, or *world* market, and or estimate the Supportive Range of your company.

Once you are able to input all of the necessary variables of *love* (L), *art* (A), and *support* (S), with use of the charts supplied in the final section, "*The Equation in Use*," you will then be able to compute your Business Equivalent Number (BEN), and/or the

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Business Equivalent Numbers of your company that apply to the chosen time periods, goals, and/or aspirations.

Your Business Equivalent Number is the calculated amount of Business Energy (BE) that is produced by an individual or a company within the worldwide market of people, products, and services.

Using the final calculations of your personal and or company BEN within *The Equation* Chart, you will be asked to input your personal *income* and or company *revenue* to calculate your *income value* and or *productivity value*.

Your personal and or company *income value* is based on the percentage of Business Energy (BE) that you or your company are able to secure in profits. Your personal and or company *productivity value* is based on the percentage of Business Energy that you are able to secure in profits from your company, and or the percentage of Business Energy (BE) that your company is able to secure in profits within its respective industry. These calculations will all be explained in detail in the final section, "*The Equation* in Use."

The completion of *The Equation* Chart will then allow you to evaluate, with clarity, The Five Elements of *business* (B), which include *income*, *productivity*, *progress*, *power*, and *responsibility*. And based on the definition of each element of *business* (B), we can then decide individually, what our new personal and or company goals and aspirations are, how we plan to execute our ongoing business, create new business, or how we plan to respond to the respective communities that surround and support us.

In addition, each component will be identified by a representative color.

The Equation itself is represented by the color black, as will be discussed in the following chapter. *Love* (L) is represented by the color red. *Art* (A) is represented by the color gold. *Support* (S) is represented by the color green. And *business* (B) is represented by the color purple.

$$L/A * S = B^{TM}$$

$$\text{or Red/Gold} * \text{Green} = \text{Purple}$$

A FURTHER EXPLANATION OF $L/A * S = B$ 7

Since printed colors may not always be available for each component, I have also devised the inclusion of a *symbolic image*.

Love (L) is represented by a *red paper cup*. *Art* (A) is represented by a *gold pyramid*. *Support* (S) is represented by a *green basket*. And *business* (B) is represented by a *purple wine glass*.

For those who accept the challenge of complete understanding, you will find that this universal formula of *The Equation* can be applied to each and every aspect of your business life. And for those of you who may be slightly intimidated, confused, or unconvinced by its use, I will now walk you through a detailed explanation, chapter by chapter.