

The Babylon Model

The key to success as an entrepreneur

By

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Acknowledgments

The composition of this book first began a decade ago. During the process, I drafted countless times, erasing and starting from scratch multiple times. My motivation was to understand and, above all, to excel in any strategy or proposal that could enhance the quality of life, whether in the realm of love or finances. To be candid, I must confess that if I had embarked on this journey alone, the writing of "The Model of Babylon" would not have been possible, and none of the three books would exist today. Fortunately, I had the privilege of encountering extraordinary individuals who consistently, even in fleeting interactions, aided my understanding of certain concepts, including those experiences often perceived as negative. In fact, it was these experiences that most significantly impacted my learning curve, leading to exponential results.

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Introductory

Chapter: Breaking the

Illusion

I'll tell you what you need to hear, not what you want to hear.

Without doubt, I can almost guarantee that by now, you have undoubtedly read other books on similar topics such as entrepreneurship, personal development, or business. You have likely consumed thousands of hours of information through videos, podcasts, etc. However, I must be candid with you: this book has little chance of making you the next Jeff Bezos or even helping you to become a fraction of his success. This is not because of a lack of faith in your intelligence or aptitude, nor because this book is outdated. The reason is simple: making money from your services or the sale of products is a simple yet complex system of interconnected variables, where you may often have no control over those that have a significant impact. This does not mean you should abandon your ambitions or desires, but rather have a more realistic view of what lies ahead in the long term.

It has always struck me, particularly in the ecommerce niche, how many lies are told. I've been involved in ecommerce since 2013 and it's allowed me to travel, something that seemed impossible when I was a teenager. While I admit that my lack of professionalism, ambition, and seriousness meant that I never saw money as something I could profit from, I was too naive and just used it to fulfill my basic desires. My approach was simple: find a way to generate extra money and then spend it on whatever I wanted at the moment, whether it was a trip or something else, nothing extravagant but enough to distract me from my daily life. Most people probably have a similar approach. Despite the enjoyment of these short-term goals, what amazed me was the number of experts in countries like the United States, Spain, or England who claimed to earn 10,000 euros in a single day. It wasn't the amount itself that troubled me, but rather the moment I stopped and listened to their advice and strategies. It was clear to me that these experts had done some form of online business or sales for a long time, so they had some knowledge in the field but it was extremely limited.

It felt like they had just learned the basics and rushed to package a digital sales course. Almost everyone claimed it was possible to make a lot of money and the advertising was so compelling and aggressive that it really made it seem like anyone could become the next millionaire playboy, surrounded by women, partying, and living in a paradise. The scary thing was that these guys charged thousands of euros for their courses, because that was their main business. It's not wrong to offer courses, but the difference is that I actually provide knowledge and tools, while they're luring people into Ponzi schemes. They took advantage of people's fears and ignorance, although I can't deny that many people were also at fault for wanting an easy way to get rich and being easy prey for fraud as a result. It was surprising to see the number of people falling for these gimmicks, especially on Facebook's marketplace, a social network widely used in some countries for selling things. The average person there wasn't really interested in retail or any other legitimate business. Instead, the posts that generated the most interest were things like "earn money from your cell phone easily" and "guaranteed profit with no risk." Anyone who was serious about business could spot the fraud in seconds, but why couldn't or wouldn't most people see it? It was crazy.

Let's face it: right now, we all know exactly what we need to do. Maybe you need to improve your diet, get more rest, or avoid excesses, but you've simply chosen to ignore it. The really surprising thing is that the average person secretly hopes for some kind of random luck to change their life, like a sudden increase in salary or winning a prize. They ignore what they should be doing and expect something external to fix their problems. This idea is amazing and seductive: ignore everything and hope that one day, somehow, everything will be better. But this is a big problem because many people will take advantage of this hope and play with it.

Fake business people use various strategies to lure people into buying their "secret formula," but during my time in China, I had the opportunity to meet real businesspeople and their reality was very different. The more I understood, the more I realized how different the worlds of fake and real businesspeople were. For example, some real companies or even factories in China didn't even have a presence on social media or even a website. From a Western perspective, a successful business owner couldn't miss out on those things, and some might even assume that a factory without those things is small or even poor. Unfortunately, fake businesspeople have convinced us to use the number of followers and views as a parameter for determining wealth.

In fact, living in China for many years, I had the opportunity to meet several content creators from different Western countries and that's when I realized that despite their flashy gimmicks, their salaries were actually quite average, similar to that of an engineer or doctor. Of course, there were moments when they had good sponsorships and therefore a higher income, but in general, the image they projected didn't match their reality. Meanwhile, the people I knew who were doing business in a tough and real business environment in China had much higher incomes, but with a very different narrative. It's a paradox: fake businesspeople always wanted to get a sponsor, while real businesspeople were the ones sponsoring people.

}It's important to clarify that this doesn't mean it's wrong for people to be partially or fully dedicated to teaching or training others about ecommerce. However, it raised some doubts for me when I started examining the content and strategies they provided, leading me to the conclusion that these fake businesspeople had houses of cards that would collapse with the first change in platforms like Shopify, Aliexpress, or Facebook advertising. They had just

found a way to profit from an audience, but an exploit is not a business model and all exploits are eventually patched.

That's why you should always question and test everything, even this book. Don't accept it just because you have to; test it and determine if it's useful or not. Be critical of everything around you, especially if your money is on the line. Of course, it's possible to make money and there will be rare, extraordinary cases of super success, but even then it's important to have a realistic vision. Only then will you be able to appreciate the areas you need to improve, the mistakes you'll make, and get timely feedback to improve. I'm sorry if you thought this was a guide to becoming a quick millionaire and living under a palm tree eating a coconut, but I've never shown or claimed anything that could be used as proof of such crazy promises. In fact, this book will make you work harder. I believe that work gives life purpose, but the problem is that most people are lost or confused. It's a cliché, but it's a delight when you're really able to work on something you're passionate about. Contrary to popular belief, when you're passionate about something, the last thing you want to do is fall asleep in a pool at a hotel in Thailand. That's what this book wants to convey: you can make a profit and design a model that's aligned with work you're passionate about.

Why a model? Why the name Babylon? It's certainly possible to make money even if you're a total hermit, but the strategy proposed in this book relies entirely on social theory to create, maintain, and scale businesses using the tools provided by ecommerce. If you don't have a model, you'll be wandering aimlessly, and it's called Babylon in reference to the multiple strategies and ideas we use to achieve this end.

There's no magic, no secret to achieving the profits you want. You have to become the kind of person who generates those profits, and in a practical exercise, the first thing you must recognize is that you're not that person right now. The more you refuse to accept this, the more that uncomfortable truth will continue to restrict your reality. The moment you accept it, that's when the change will begin. I'm not talking about magic, I'm talking about starting your learning curve in becoming the kind of person who can effectively generate more money. It's a process you have to walk through; there are no tricks or shortcuts, but the rewards are real.

Chapter I: Facing reality

What if you realized your aspirations weren't realistic? What to do?

Imagine that you've managed to create a company that sells a successful product, which you claim is very good, and that in the local market of a town of 5,000 people, where you concentrate your sales, they're good, or at least that's what you claim. In that microenvironment where you market your product, people consume it and the customers in the local market are a direct reflection of your product. In short, to what extent do people use your product because it's good, and not just because there's no other alternative? In a small town, there's no competition, so you may make good sales, but in reality, it's not a lot. To what extent is it because they don't have access to another product? Maybe they think your product is the best, but the serious problem with this assumption is that no matter how much you try or lie about it, target markets where the public does have access to better products, who really know the field, will never accept your inferior quality product. You may be a big fish in a small pond, but you'll remain stuck at that level until you can genuinely create a product that satisfies the new market you want to enter. In short, you're only pretending to do business, and even if you're being honest, the profit you get from that small market is very little.

As I told a friend one time, the goal of entering ecommerce should be to make a flow of money that really has an impact on reality. Otherwise, in total sincerity, I recommend that if your goal

Stop blaming the market, saying that your customers don't value it, or that you "almost" made it. Just because you have talent and a good product doesn't mean the market needs it. The numbers will be cold, but they're the best way to analyze reality. People lie, numbers never do.

Maybe your case is a bit different; you haven't even tried, which is much simpler to analyze. Without any action, it's totally understandable that your profit is currently zero.

I'm not writing these lines to scold you and make you feel bad. On the contrary, I'm trying to detach you emotionally from your business and start being realistic.

Something that really captivated me during my first years in China was the way Chinese did business. They give a certain period of time, an expiration date, a death line for the business. If it doesn't generate cash flow, then it's clear to them that the business has to be partially or totally changed, even if it means starting from scratch in a totally new niche or field. To be honest, I witnessed this approach, and it was fascinating to see that mindset implemented in business.

It has always surprised me, the number of lies that are told in the ecommerce industry, especially since I have been involved in it since 2013. This has allowed me to travel a bit, something that seemed impossible when I was a teenager. While I admit that my lack of professionalism, ambition, and seriousness caused me to not see money as something I could scale in profits, I was just naive and used it for my basic needs. My approach was simple: find a way to generate extra money and then spend it on whatever I wanted at the time, whether it was a trip or something else. I'm sure most people have a similar approach. However, what amazed me was that in countries like the United States, Spain, or England, there were many experts who claimed to make 10,000 euros in a single day. It wasn't the amount itself that bothered me, but rather the strategies and advice they offered. It was clear that these people had been doing some kind of online business or sales for a long time and had some knowledge in the field, but it was extremely limited. It felt like they just tried to

learn the basics and quickly put together a digital sales course. Almost everyone claimed it was possible to make a lot of money, and the advertising was so compelling and aggressive that they made it seem like anyone could become the next millionaire playboy, living the good life and partying with women. The scary thing was that these guys charged thousands of euros for their courses, which was mainly their business. I don't think there's anything wrong with offering courses, but I do provide knowledge and tools, while they were just luring people into Ponzi schemes. They took advantage of people's fears and ignorance, although I have to admit that a lot of the blame also lies with the people who wanted an easy way to get rich and were therefore susceptible to fraud. For example, I was surprised to see on the Facebook marketplace, a social network that is widely used in certain countries to sell things, that most people were not really interested in retail or any other legitimate business. Instead, the posts that generated the most interest were things like "earn money from your phone easily" and "guaranteed profit without any risk." Anyone who is really serious about business can detect fraud in seconds, but why couldn't or wouldn't most people see it? It was

Let's face it: at the moment, we are all aware of what we need to do. Maybe you need to improve your diet, rest more, or avoid excesses, but you've chosen to ignore these things. The surprising thing about this is that most people secretly hope for some kind of luck to change their lives - a higher salary, winning a prize, etc. They ignore what they should be doing and instead hope for something external to fix their problems. This idea is seductive, but it's also a problem because many people will take advantage of this hope. Fake businesspeople will use various strategies to lure people into buying their "secret formula," but the reality is very different. I had the chance to meet real businesspeople in China, and their reality was very different from the fake ones. Many real companies or factories didn't

even have a presence on social media or a website. From a Western perspective, this would suggest that these businesses are small or poor, but in reality, this is not the case. Real businesspeople often have much higher incomes, but they don't broadcast it the way fake ones do. It's important to question and test everything, including this book. Don't just accept it because you feel like you have to. Be critical of everything around you, especially if your money is on the line. Of course, it's possible to make money, and there will be exceptional cases of super success, but it's important to have a realistic vision. Only then can you identify areas for improvement and receive timely feedback to get better. This book, the Babylon model, will help you work harder and create a profitable business that aligns with your passions.

Chapter II: You Need Mentors

Lionel Messi, Cristiano Ronaldo, Muhammad Ali, Tiger Woods, they all belong to the elite in their respective fields and all without exception had coaches and mentors, what makes you think that you don't need it?

At this point in time, you may feel anxious or distressed because you cannot see the path ahead, but it is crucial that you do not embark on a course of action that does not benefit you. The best way to prevent this from occurring again is to alter your circle of friends.

Yes, you read that correctly; it is highly likely that you should improve the quality of your social circle, as at this moment, if I were to ask you how many of your friends are currently entrepreneurs, do they sell anything, are they extraordinary individuals, it is very likely that your answer would be that only a few, or perhaps none at all.

It is therefore not a coincidence that you have been lost, struggling to make money and feeling frustrated for years, as, to be honest, you have never witnessed a person implementing a business model, nor have you seen someone fail in business, only to recover and build another successful enterprise. To you, these are simply stories that people tell, akin to a fairy tale. How can you become something you have never even seen? It is a reality too foreign to you. You cannot reach a destination you do not even know exists. It is like walking in a city and hoping to arrive at a specific location by chance. Of course, it is possible that you will reach your destination by luck, but without a defined map or path, it is much more likely that you will simply be walking in circles.

In this particular instance, the people around you act as reference points to chart your course, your destination, your future, and your goals. In fact, if you start to analyze the people in your social circle, you will be able to criticize them, but you will also see that many negative traits they possess, you also exhibit to a greater or lesser extent.

This concept is not new at all; there are numerous proverbs that say the same thing, but even though it is so popular and common, ironically, most people choose to simply ignore

it. In fact, those people in your social circle may even constantly give you poor advice, saying that it is impossible, and the amusing thing is that they speak with complete confidence, as if they were truly people who had the experience and knowledge to speak about the topic. The average person has never created anything, nor will they create anything, but they will not hesitate to share their opinion, which in many cases is an opinion from a position of inexperience and lack of control on the subject.

It is not only imperative now to create a new social circle that truly contributes to your goals and development, or in this specific case, to your entrepreneurial ideas and ambitions, it is necessary that you start looking for people who know much more about the topics that you currently do not dominate. One phrase that reflects this is that if you are not the most ignorant person in a room where business is being discussed, then you will learn absolutely nothing and waste your time.

An example of this is Isaac Newton, who, undoubtedly due to his talent, was able to revolutionize not only the concepts that existed at the time, but he also provided brilliant foundations that would later contribute to the discovery of other scientific concepts. No one doubts this. However, few know that Isaac Newton boasted that his achievements were solely due to his ability to stand on the shoulders of giants, in an extraordinary analogy that illustrates the strong influence his social circle had on his professional work. In fact, he did not associate with just anyone; he was a member of the Royal Society of London, where it is said that for didactic purposes and enjoyment, the members would occasionally suggest different mathematical problems, most of which were later solved by Isaac Newton. He was on the best stage, with the best social circle of the time, with the right influence, hence the immortalized phrase of standing on the shoulders of giants.

The problem is that today, there will be many who, due to their immense insecurity, cannot bear being with people who are more talented or intelligent, or worse, being the student and learning from a teacher. Their clouded vision does not allow them to recognize with humility that they not only need a mentor, but enough mentors to be able to polish various skills.

It is interesting to note that all professionals, whether in sports, business, politics, science, or any other field, all have mentors, advisers, or people to consult on decisions and actions to be taken. People who are powerful, who have fame and wealth, are able to recognize the advantage of being surrounded by the right people and especially mentors, but the average person flatly refuses to have them, to seek them out, or even humbly ask for help.

It is therefore no coincidence that the average person is average, while extraordinary people are just that - extraordinary.

As mentioned above, recognizing one's weaknesses, feeling lost, or being ignorant on certain subjects is a very difficult process to assimilate and accept. I too, for a long time, refused to do so, thinking that being self-taught was more than sufficient. While being self-taught does have its potential and can yield interesting results, its scope is limited as one tends to deceive oneself or have a distorted view of reality. These blind spots are what truly limit the scope of being self-taught. Imagine Muhammad Ali, who, although extremely talented, was also remarkably arrogant. Even with this arrogance, he had the humility to recognize that he needed a coach to show him the weak points in his technique, someone who could show him what he was unable to see. This does not detract from his achievements or enormous talent.

A very popular phrase is "the teacher will appear when the student is present," and after so many years, I can confidently confirm that it is completely true. If you expect a mentor or teacher to come knocking on your door to teach or guide you, you are very wrong. You find a mentor, not the other way around.

Therefore, you must actively begin that search, be attentive to the people you meet, and genuinely listen to them. Only then will you identify your mentors. Some may briefly contribute to your projects, while others may become much more involved. The simple fact that they contribute adds to your strength in areas that you previously neglected.

The experience of meeting a mentor is undoubtedly an event that can dramatically accelerate the achievement of your goals, and meeting one can occur in situations that you would least expect.

I remember one day in Beijing, I was waiting for my girlfriend to finish work. She had arrived early, so I decided to wait for her inside a Starbucks. It was apparently rush hour, since I remember that finding a place to sit was not easy. While there, I started working on my laptop, nothing out of the ordinary, until a Canadian in his 60s randomly asked me, "Is that seat unoccupied?" right next to me. "Don't mind it," I said. "It's free, go ahead." Somehow, the conversation continued, and even my girlfriend came to Starbucks. It was funny introducing the Canadian to my girlfriend - wow, introducing a stranger who had only known each other for maybe 10 minutes. We exchanged contact information, and my girlfriend and that stranger even briefly started chatting. It should be noted that the conversation was completely informal, on a generic topic.

Before continuing, I want you to reflect for a moment - would you have also been open to meeting that person? Or would the age difference have been an obstacle?

This is important to highlight, as you do not choose a mentor - the mentor simply appears in front of you. The mentor is likely to go beyond your preconceptions, even if you have been trying for a long time to find one and have failed. It is possible that it is your lack of openness that prevents you from knowing them.

That stranger from Starbucks would eventually become one of my mentors, and he would shed a lot of light on how to truly do business. Remember, I mentioned that I had been doing e-commerce since 2013, but never seriously? What changed my focus was precisely meeting my mentor.

However, that transition was not immediate. In fact, after Starbucks, we just hung out for a quick lunch at a McDonald's, for convenience and simplicity. None of our initial or subsequent conversations were ever related to business, and neither of us knew that he would become my mentor. So, how did it happen?

As mentioned above, it is vitally important to have an honest openness towards the opportunities and people that come your way. Every time I met for lunch with that new friend, it was simply for that - to chat for a while. And it was precisely thanks to this that one day I eventually expressed my doubts about scaling a business. I'll be honest, I simply expressed it without looking for anything in return, and to my surprise, it turned out that this stranger was the owner of a pharmaceutical company that was responsible for making nutritional supplements.

To meet a person like that is practically impossible to do intentionally, but by chance, by coincidence, that's how I met him. I wasn't looking for something in return; my interest was simply to chat for a while having lunch. Receiving advice and mentorship to properly carry out my projects was an extra, of course a welcome extra, but I assure you that if I had asked for your advice or mentorship from the beginning, I would very likely have been ignored. That is why I emphasize that it is not just about actively seeking out a mentor, you have to be open to rebuilding and improving the quality of your circle of friends. Most likely, you have already been introduced to a large number of mentors in your life, but due to insecurity, jealousy, envy, and limiting beliefs, you simply failed to see them.

When a flower is dying, you move it to an environment where it can flourish. That is exactly what you need. It is not enough to simply separate or distance yourself from certain people; it is necessary that in numerous conversations, you are the one who does not dominate the topic, since you are the apprentice.

Mentors will come in all shapes and sizes, and it is up to you to find them through genuine action and a determination that confirms your desire

Chapter III: The present serves to define the future

The key is in what you do in your free time.

Have you ever dreamed of earning a large amount of money? Many people do, hoping that their lives will change as a result. However, when we examine the cases of those who have won large sums of money, we often see that they return to poverty within a few years. This is because they do not know how to manage their money, and it tends to slip through their fingers. Poor financial habits often lead to bankruptcy. Money that is not used to generate more money tends to be squandered and disappear. Genuine entrepreneurs, on the other hand, tend to have great discipline when it comes to money. That is what sets them apart, and why people with a poor mentality tend to struggle no matter how much money they come into. A poor mentality is often selfish, expecting help but never giving back. It may also have a victim mentality, blaming others for their circumstances rather than taking action to improve them. No matter how hard someone with a poor mentality tries, they will eventually reach their limits. However, their attitude and skills may also prevent them from taking action. Even if you are surrounded by the best mentors, if your habits are not up to the task, your potential opportunities will be thwarted. Remember, no matter how attractive, smart, or talented you are, if you fail to understand that your capabilities are limited as an individual, you will not go far. To prove this, try to think of a single billionaire who has not needed anyone else to create, develop, administer, manage, and produce everything their company needed. You will find that even geniuses like the founders of unicorn companies like Facebook, Amazon, and Tesla recognized that they needed more people to reach their goals. That is why it is important to have solid habits, especially as you are learning. From now on, try to become aware of habits that only waste resources, including money, time, energy, and even health. Remember, if you do not have your health, it will be useless to

become a successful entrepreneur, as your business will suffer when your health is affected. That is why it is so important to focus on habits.

Each of your daily actions must reflect, albeit on a micro level, how they contribute to your plan, your business. One of the most impressive findings that really impacted me, as obvious as it may seem, is the understanding that everyone has the same amount of time – technically, we all have 24 hours a day, and we decide how to use those hours. Of course, there will be people who are in a more privileged position, with shorter commutes to work, while others may have longer walks or rides on public transportation. There will be people who have the support of their families, allowing them more free time, while others may have very little free time due to long work hours. Despite these differences, everyone still has the same number of hours in a day – 24. You, Jeff Bezos, and Elon Musk all have the same number of hours.

However, the difference is that they have a system in place – people, money, and technology – that allows them to efficiently use every one of their 24 hours. In fact, Elon Musk is one of the millionaires who uses his private jet most often, specifically to save time and be more efficient. It is then that you will realize that extraordinary people always seek ways to make their time more efficient. I once heard in an interview that Grand Cardone, a millionaire specialist in Viennese roots, said that it struck him that those who pretended to be millionaires bought a private jet for appearances – to take a picture, record a video, etc. – but that genuinely wealthy people bought a private jet because they genuinely needed it, due to their busy schedules of having meetings in the morning in Tokyo and in the evening in New York. That is the difference, and the criteria you should use to make your 24 hours more efficient.

Of course, it is very likely that you will not be able to buy a private jet, but within your own sphere, there will surely be aspects that you can do more efficiently, even without spending any money. Something as simple as reducing the amount of time you waste can make a big difference.

Have you ever stayed awake at night for no good reason? It's ironic that the next day you may feel tired and have less energy, potentially leading to another night of sleeplessness in a vicious cycle. It's important to recognize that if you're already in a disadvantaged position, staying up late can further hinder your ability to make the most of your free time. Keep in mind that nobody will truly care about what you do or don't do with your time. In some cases, it may seem like there's no way to use your free time effectively, especially if you don't have much free time to begin with. This was the case for me when I worked for a German company in Mexico City. Despite the job being a good opportunity as the head of the quality laboratory, I didn't feel fulfilled because I was at the company all the time. There were even times when I had to work on Sundays, from 8am to 8pm. At first, I tried to continue working on projects when I returned home, but by the time I finished work at 9pm, had dinner, and tried to rest briefly, it was already 10pm - time for bed. The next day, I would struggle to stay awake because I had to wake up at 5am. As proactive and positive as I was, the reality I was in wasn't helping me to progress. It was even causing me to lose hope and enthusiasm for any attempts to improve my situation. So, before this reality could extinguish my entrepreneurial spirit completely, I began to plan and strategize a way to escape and find a new reality where I could continue working on my projects.

Have you ever found yourself unable to shake off the feeling that you're trapped in your current reality, with no way out? Many people have experienced this at some point in

their lives, feeling stuck in a job or situation that drains their energy and enthusiasm. But it's important to remember that you have the power to change your circumstances, even if it takes time and effort. To do this, you'll need to design a strategy, set specific goals, and commit to making small but consistent progress towards achieving them. This requires patience and discipline, as well as the ability to overcome insecurities and fears that may hold you back. No matter what your current reality is, you have the power to shape your future and create a life that aligns with your values and aspirations. So don't let yourself get trapped in a cage-shaped reality. Take control and make the most of the opportunities available to you.

Chapter IV: Straightening the Path

Recognizing a mistake is difficult, but correcting it is even more difficult.

As an engineer, one of the challenges I faced was that it took a long time to earn more money. This was because I had to wait for promotions within the company. While it was not a terrible experience, it did not reflect the lifestyle I wanted. The growth was almost linear, if not impossible. I remember doing an internship at a company in Cholula, Mexico, and being amazed at the intense days the workers had in the steel factory. No matter how hard they tried, there was not going to be a significant difference in the money they earned. The only way to increase their income was through overtime work, which was not an infinite source of salary and was also severely limited. Even though I was an engineer and had better opportunities to earn an income, the difference between me and the workers was that I had a role that certified me with knowledge in engineering and the ability to practice it. This seemingly insignificant role made a big difference in terms of earning a minimum wage versus a moderately decent wage. However, even with a higher salary, there were similar restrictions on me, as the salary that could be achieved was still linear.

This situation made me wonder why some people make more money than others. Why do some people earn a dollar a day while others earn \$100,000 or even \$1,000 a day? It became clear to me that there was a specific way in which each person acted that determined the money they could make. Some people were able to generate a few dollars in a day, while others were able to generate thousands or even millions. That is when I began to understand that it was not a matter of time, but rather a matter of increasing the value that I could provide to others, which genuinely generated that capitalization of resources. While following the same line of thought as the majority, my value would remain the same as others. For example, as an engineer, I may have had higher salaries within my reach than someone with no education who wanted to work as an industrial worker. However, there are many

engineers like me, and even some who are extraordinary engineers. The market is very saturated with engineers, so in the end, my salary was average because my value was normal.

To increase your value in the market, it is not dependent on factors such as effort, work, studies, or family background. Instead, it is based on your ability to solve complex problems for people, whether it be in the areas of boredom, entertainment, or technology. If you are successful at this, you will be rewarded. On the other hand, if you are unable to meet any prevailing needs, you will be punished in the market and may even be forced to pursue something you dislike.

However, it is common for people to try to project a false value to others in an attempt to capitalize on their worth. This can lead to a confusing and competitive environment, where one may be tempted to lie or deceive others. But it is important to remember that even if you are able to deceive some people, your true value will eventually be revealed and you will be relegated to the level that you truly belong.

To truly correct your path and increase your value, it is essential to actively work on developing skills and mastering new areas. While it may seem like you have limited time, using your free time effectively can lead to a more profitable future, whether it be in business, e-commerce, or providing services or products. Even if your current endeavors are not immediately profitable, putting in the work to improve your value will eventually lead to a more normal life with the added benefit of increased income from your businesses or projects.

The ideal way to achieve success is to enter graduate studies, possibly earning a university degree, and gaining real-world experience in the field you wish to excel in. Surrounding yourself with knowledgeable individuals can also be beneficial. However, the

most crucial factor is igniting the inner fire that drives you to work tirelessly until you achieve the results you desire. Without this driving force, it will be nearly impossible to sustain the level of dedication and hard work required.

Characteristic of successful individuals is the burning passion that drives them to attain their goals. Without this fire, it is unlikely that anyone would willingly subject themselves to the challenges that come with pursuing success.

Keep in mind that ultimately, the only person who will be affected by your decisions is yourself, and it is crucial to take full responsibility for your own life. A businessman named Tom Bilyeu once caused controversy when he stated that if a drunk driver caused an accident, the fault would lie with him, not the driver. This extreme analogy was meant to illustrate the importance of taking responsibility for one's own luck and persevering until success is achieved.

Many people admire individuals like Elon Musk, who are able to make things happen with a strong passion and determination, even in the face of adversity. When Musk announced that his company, SpaceX, would be sending satellites into space, he was met with ridicule from scientists who believed he was just a rich, entitled child. However, Musk's unrelenting fire and drive allowed him to push through the criticism and eventually achieve his goals. Without this inner fire to fuel your efforts, it will be difficult to persevere in the face of challenges.

Chapter V: The Real Way to Make Sales

One person can radically change your business

Sometimes we have the answers right in front of us, but for various reasons, we are unable to see them until years later when we realize it. As previously mentioned, I started dropshipping in 2013, long before Shopify became so popular and before the proliferation of courses on the subject. Interestingly, I didn't start on my own initiative; it was my sister who inadvertently stumbled upon an extremely profitable business model. It was through her that I learned about the dropshipping model.

My sister had never initially considered starting an e-commerce business selling products. In fact, all she wanted was to purchase a particular garment that she liked. To find this garment, she followed a content creator who periodically reviewed different products and shared the contact information of the company that manufactured the clothes in a video about specific garments. At the time, even though people had the means and technology to make online purchases, there was still a strong distrust of buying products online due to the prevalence of fraud and deceit. However, since the content creator was not very well-known and the review seemed genuine, it encouraged my sister to place her first order. She told me that she was uncertain about whether the clothes would be as advertised, whether the package would be lost, or any other potential problems.

When the garments arrived, which were not many, my sister was delighted with both the price and the quality, as well as the overall experience of purchasing directly from the Chinese factory. What really changed things was that when my sister wore the clothes in her everyday life, many of her friends noticed the unique and attractive garments, which were not available in Morelia or even the rest of Mexico at the time. Some friends were so impressed by my sister's story and review that they asked her to place an order for them the next time. This is where the business officially began.

Everything had begun organically, with individuals who knew my sister and placed orders with her directly. However, the business began to grow exponentially, to the extent that my sister needed to hire more people to help with the orders. It was truly impressive how my sister was able to scale the business, especially considering that it was never her initial goal.

Eventually, my sister had her own order page, her own networks, and she never spent any money on advertising or spent months trying to design a perfect virtual store. My sister's focus was simply on making money, not on having an internet presence or creating an aesthetically pleasing store.

In fact, when all of this was happening, I was not involved at all. I only saw everything from the outside, and many of my ideas about the situation were completely wrong. It was only when I entered the world of e-commerce myself that I realized the extent of my ignorance. I initially thought that my sister was just lucky or that she was selling poor quality products and taking advantage of people. However, I came to realize that my sister had worked hard and deserved every penny in her bank account, and that her service and products were actually quite good. At least, that's what I realized when she invited me to be a part of her project. However, there was no kind of tutorial or guidance for us at the beginning. In fact, everyone was just trying to figure out how to generate sales. Sometimes we would share opinions, but each of us operated differently.

At the beginning, although I had the advantage of having my sister's support and advice, I honestly had a lot of doubts about the specific process of making sales. I knew that if I was solely focused on making sales myself, my scope would be limited in terms of time

and energy. Therefore, instead of just me working, I decided to have three or four people dedicated exclusively to generating sales. This way, the profits multiplied.

In the beginning, everything was fairly straightforward - receiving orders, placing orders, maintaining communication with customers, and ensuring that the orders were delivered to them successfully. However, we did encounter some exceptional cases. There were customers who tried to scam us by placing fake orders and then requesting a refund to keep the product for free. There were also competitors who posed as customers and intentionally provoked situations in order to make our service seem poor. It's amazing what people will do when they want money and their goal is to destroy. Ironically, these experiences helped us to strengthen our business model. It's a strange contradiction, as people who try to destroy your business model end up providing a lot of energy - even if it's destructive energy - that can be harnessed and used to your advantage if you're smart. In our case, the competition closely examined us to identify any weaknesses or problems in our model. If you want a professional audit or someone to review your business model, these consulting services can be quite expensive. However, we had the competition, who provided us with free information that helped us to grow. Of course, much of this information was outdated or insignificant, but among the useless information, there were occasionally valuable points to consider, and those insights were extremely valuable. In contrast, we never provided any information that could be useful to our competition.

One form of fraud that we discovered was that the fraudsters placed an order with us, and when the order was delivered, they pretended to check that the products were what they had ordered, then they took the products and the sale was completed. However, one day a very angry customer contacted us, saying that we never delivered the order and that we were

fraudsters, demanding a refund. We were completely taken aback by this unexpected and new situation, and we were even more confused when we checked and saw that the products had indeed been delivered. Despite the customer's claims, we were told that we were liars and that the customer had never received the products. To make a long story short, the fraud involved someone picking up the products and then the real customer, pretending to be outraged, claiming that they never received the products and refusing any kind of negotiation in order to get their money back. In other words, they got their order for free. Rather than hurting us, this unpleasant situation helped us to implement many more security measures throughout the process - before, during, and after the sale. Needless to say, once we put these new measures in place, we never had a similar case again. That's not to say that we never encountered people trying to take advantage of us again. I just wanted to convey the true scope of what it means to run a business. When money is involved, it's important to know what you're doing.

Now that you do not know what you are doing, it is evident that the flow of money will be non-existent. It is of the utmost importance to comprehend the channels, media, and sources through which money truly flows in your business. Do you truly believe that the key to selling clothes was simply spamming? A numbers game? Some might even go so far as to assert that that is the sole purpose, which is why paid advertising through social media or various other media is so prevalent, attempting to reach as many people as possible who have the interest and, above all, the capability to become customers. This is why platforms like Facebook have grown exponentially; they possess such a vast database of users that they know the interests of each individual perfectly, thus making advertising much more effective. But what if I told you that we did not use paid advertising in our model? This is not due to a

lack of knowledge; in fact, even in previous years, during my first seminar on social dynamics, I utilized different forms of advertising. The first was printing posters and distributing them on a large scale. The idea seemed great, at least in my mind, but in practice, I realized how inefficient it was. I am not saying that it is obsolete or that it does not work for others, but in my particular case, it was a resounding failure. On the same day that I placed some posters, they were immediately covered by others with their own advertising, or even vandalized by the same people. Another kind of publicity that I used to promote my seminar was handing out leaflets, similar to flyers. They were small, with a simple design, and practically all of them ended up on the floor or in the nearest trash can. I even hired an aide-de-camp to do this, and it did not even work. All of these failures led me at the time to use paid advertising through Facebook, around 2013. And I will be brutally honest, technically it did work in terms of getting me some clients, but to be honest, with what I invested, I did not gain anything. It could be said that the Facebook advertising "saved" me, but to this day, I can tell you with total honesty that the problem was not resorting to advertising through flyers, posters, hostesses, or through social media. In fact, with complete frankness, I will tell you that I did everything wrong, and I am surprised that, although I did not make money, I did not lose any either.

The first mistake I made, which interestingly now I was not committing when selling clothes, was that I knew how to detect the channels, pathways, and sources through which money flows. It is critically important to understand that regardless of the business, service, or product you wish to market, not all of the effort you put in will yield tangible results. In fact, the popular idea is that 80% of the effort we make is futile, with only 20% actually yielding results. Just observe those around you and you will see that the majority of artists,

scientists, and businessmen achieved fame, academic recognition, or made significant profits not through all of their songs, scientific research, or attempts at creating a company, but rather through a select few that managed to go viral, a discovery that earned them the Nobel Prize, or an idea that led to the creation of a unicorn company. Therefore, it is crucial to focus on that 20% that is valuable, try to expand upon it, and reduce the effort that leads to nothing, as being frank, wasting 80% of your time, energy, and money is an exceptionally high percentage, even if the remaining 20% promises promising results.

The first time I attempted to hold the seminar, I paid no attention to the type of clients who were ignored, those who were interested, or those who eventually attended the seminar. Without this analysis, I was lost, as all I had to do was understand the end customer and replicate whatever had worked to attract them in order to attract more customers. However, my efforts were inefficient, so even though I tried harder, it only attracted more and more clients who, for the most part, had no intention of attending my seminar. The key is to quickly identify that 20% that allows you to achieve the most results, study it, analyze it, and do everything possible to expand upon it.

This will make the difference in how you grow linearly versus exponentially, not just in business, but in each aspect of your life. This is the difference between those who struggle in their businesses for years and those who become successful entrepreneurs: the latter are able to constantly identify the actions that truly bring them results and cut off those that only waste money, time, or energy.

Unlike the seminar, when I was selling clothes, I knew it was essential to pay attention to this. I knew that out of all sales attempts, only a few would be effective, and it was in those specific cases that I had to understand and replicate on a larger scale.

When I was just starting out, to be honest, there never happened that moment that made the money flow evident, of course there were sales, but nothing spectacular or worthy of being described as crazy money.

Until after a certain time, one of the people who helped me generate more sales, when placing the orders, puzzled me that now his order was ten times greater than the previous month. Honestly, at that moment I thought it was a simple stroke of luck, you know, maybe he was just lucky. The following month, I was even more surprised, since I had generated even more orders. At that very moment, I started to really dedicate myself to analyzing that situation, why is it that other sales generate only one order while that other person was able to generate multiple sales?

It was at that moment that I had one of the greatest lessons on the subject of business.

When I began to go into depth analyzing the situation, I realized that the sales were generated by a single client, who happened to be a very popular girl at her university, who belonged to quite a few social circles. And because of her, friends were asking her to help them get the clothes that we were selling. Pay attention to this: she was not reselling, she was just someone with an active and solid social network who wanted her help to get the clothes.

Honestly, when I finally understood this, I felt somewhat foolish for wasting so much time, energy, and money on a long list of stocks that were not serving my business.

The key, then, was to generate sales to clients who act as bridges between people. These are clients who are socially active, whose opinion weighs a lot. I am not talking about content creators or famous people. I am talking about average people who, due to certain circumstances, are in a position where they are the bridge that connects multiple people at the same time. Once you have a certain number of connecting clients, your growth and profits will be exponential. On the other hand, you could delusionally believe that by having clients, your business is healthy, but if those clients are dead ends, your growth will be linear, or even insignificant, since even if you have a flow of clients, that does not allow you to continue to have exponentially more customers.

To this day, it is one of the mistakes that, from my perspective, many newbies make. When reading these lines, they will misinterpret and believe that it is simply about knowing who will buy from you, which is wrong. This is about recognizing customers who consume your service or product, and who, in turn, generate higher sales for the position they occupy in their social circles.

Scammers often try to lure individuals into pyramid schemes by promising exorbitant profits through the sale of questionable products, such as food supplements, kitchen equipment, or jewelry. The goal is to convince the victim to invest a large sum of money in the scheme, only to later deceive them with false claims about the profitability of the business and the quality of the product being sold. This scam is called a pyramid scheme because the goal is to attract more and more people to the business, with each new recruit expected to bring in additional investors. However, eventually the lies and deceptions will be exposed, and the scheme will collapse under its own weight. It is important to be cautious when

confronted with these types of schemes, as they can be tempting for those looking to manipulate others or for those who are being taken advantage of.

Connectors, or individuals with a large network of contacts, are valuable assets in any business. They are aware of their worth and know how to create a positive impact on a business. However, it is important to approach connectors with transparency and honesty in order to build long-term relationships. Some people may try to manipulate connectors through flattery, deception, or lies, but this approach is ultimately short-sighted and will likely backfire in the long run. It is essential to have a genuine and respectful discourse in order to establish trust and build a strong connection.

It is also important to consider the value that you bring to a connector. If the relationship is one-sided and only benefits you, the connector is likely to realize their disadvantaged position and the bond will eventually break. To create a long-term relationship with a connector, it is essential to offer value and show how the relationship will be mutually beneficial. By being sincere and patient, and focusing on creating lasting ties, you can achieve exponential results with connectors over time.

Chapter VI: Nature of people in business

The most effective way to find an opportunity is to create it yourself.

The connectors, though they possess a vast and well-connected social circle, paradoxically accessing them directly is not easy. As previously mentioned, they are cognizant of their worth and how they can benefit others, thus they do not readily give themselves to just anyone or complete strangers.

People like this can often be found in unconventional or unusual places that differ from the locations you typically visit.

For a more practical approach, many novices assume that dropshipping simply involves setting up a virtual store, like on Shopify, linking products from Aliexpress, and utilizing paid advertising. However, how did you conduct business?

It's important to keep in mind that this book is not just about business, but also about applying social theory to business through e-commerce.

Those who utilize the aforementioned business model are certainly respectable, and I am not saying it does not work - of course it does - but it ignores the potential to form ties with connectors, who have the real potential to bring exponential growth to a business.

The best way to illustrate this is through my experience in 2020, which was an incredible coincidence. Years ago, I formed a commercial alliance with a company that specialized in sanitary materials. Interestingly, the way I made this connection was simply by attending an event discussing commerce, and one of the sales department representatives was also present. From a casual conversation, we eventually managed to form a commercial alliance.

What are you currently doing to form these kinds of alliances?

We collaborated with each other for some time, but nothing particularly noteworthy occurred. However, in 2020 - a historic year for humanity due to the pandemic that paralyzed the world and caused a shortage of medical supplies such as masks and even simple materials like nitrile gloves or surgical gowns - it became essential to pay attention to every detail.

The average person began purchasing and ordering wholesale from Chinese factories, and in some cases, they were ordering quantities as large as 10,000 mouth covers or 100,000 nitrile gloves. These individuals were able to generate substantial profits, but the process of selling such large quantities individually was extremely time-consuming and exhausting. For example, when I was selling clothes, we would personally deliver orders to each client, but sometimes we had to see as many as 15-20 clients in a single day, all in different locations and with the added burden of carrying the orders. That is why I believe it is important to not just focus on making a sale, but also on building relationships with connectors who can facilitate your business.

When the demand for sanitary materials was high, we also received orders from individuals who wanted to market these products themselves, but we decided to change our strategy and focus on working directly with connectors.

I recall that in the Catalunya region of Spain, the situation had become so dire that even first-response doctors did not have access to the necessary materials. So, we developed a strategy to directly contact clinics and hospitals that desperately needed this equipment. I was struck by how some individuals behaved extremely aggressively, raising the prices of products by up to ten times, while we were offering them at the same price as before the pandemic. However, when we closed a deal for a large order with a clinic, all of the staff

were grateful to us and even said it was a kind gesture to help others, as no one else was willing to do so and those who did just wanted to exploit the situation. In fact, we are still in contact with that clinic to this day.

Instead of coordinating with 20 or 30 customers to provide them with products, he now only had to deal with one, and their order was significantly larger, saving energy, time, and, most importantly, generating more income. This is why I stress the importance of honesty and transparency as a crucial component in creating a strong and solid bond. Additionally, it's essential to be able to offer value to the people with whom you are connected. Ironically, it may be that what you need right now is not to start searching for connectors, but rather to become a person who offers value to others. Only then will it make sense for connectors to want to associate with you.

Chapter VII: You need people, quite a few.

No matter how smart, talented or beautiful you are, if you are not surrounded by the right people, your goals will take longer.

I recall that a while ago, I used to consume a significant amount of content from the skilled electronic media advertising talent Gary Vaynerchuk. In one particular video, they featured a question and answer session during a seminar-style event in New York. There was a question, or rather, a specific case that really piqued my interest. The person posing the question was a successful businesswoman who struggled with delegating tasks and building an efficient team. She was essentially asking Gary Vaynerchuk for advice on how to scale her company with a talented team. The amusing thing about this is that during the exchange, the businesswoman admitted in a probable moment of spontaneous confession that she had always had this problem, and that even a few weeks prior, her entire work team had resigned from the company. The truly intriguing thing, and what amazed everyone in the audience, was when Gary Vaynerchuk told her that the problem was her. When he said that the problem was her, the businesswoman quickly became defensive, stating that she had master's degrees, had studied abroad, had a lot of experience, and that she couldn't find talented people. Interestingly, Gary Vaynerchuk, far from retracting his statement, told her that she was the one who had hired those people, and that the healthiest thing was to simply accept it, and that she should give up on building a work team since she didn't know how to delegate to others. I think that this incident could be controversial, even divisive, but what really struck me was the understanding that it's not just about wanting to have a work team or surround oneself with more people, one has to be prepared for it as well, otherwise there will be a lot of friction and problems that will cause, rather than obtaining results, only a negative impact on the performance of the department or even the entire company.

It certainly makes sense that a team of 100 people has the potential to accomplish far more than the work of one person. But it's not just about numbers, coexistence, compatibility,

the way of working, quality - every detail matters so that the weight of a hundred people is truly greater than that of a single person, otherwise a single person will weigh much more due to the constant conflicts and frictions in the team of one hundred people.

Most likely, at first you work alone, since maybe your family, friends or people in general cannot understand your ambitions, your business or idea, and being frank, if you wait to have those ideal colleagues, you would probably never even take the first step in your business.

During this period, it is essential that you do not become complacent. The worst thing you could do is become accustomed to working in a way that limits your true potential. In simpler terms, you would be wasting the opportunity to collaborate with others who could save you energy and valuable time.

You may believe that your business is unique and that working with others will lead to the copying or stealing of your idea. However, it is important to recognize that this will inevitably occur whether you work with others or not. If your business is insignificant and unknown, then it is unlikely that anyone will copy it, as it is not successful.

I have experienced this in multiple projects when trying to assemble a work team. On many occasions, I have simply wasted my time. On one occasion, I tried to collaborate with someone to conduct seminars on social dynamics, but was surprised to discover that they had practically stolen my proposal and only changed some terms to disguise the theft. When I was selling clothes, one of the people who assisted me turned out to be hiding information, stealing money, and even customers.

It is inevitable that these situations will occur. It is up to you to be prepared so that they do not affect you and to carefully consider the way in which you assemble a team that will enable you to scale your business.

Chapter VIII: Closing the Sale

It is not just about selling to sell.

When you start in the business world, it's fair to say that little attention is paid to the customer who wants to purchase our product or utilize our service. Our main focus is simply on generating our first sale. I understand that the excitement of making that first sale can be extraordinary, as it confirms that our business model is effective. However, amidst all the celebration, it's possible to welcome an undesirable guest, like a Trojan horse. Pay close attention to what I'm about to share with you.

Sometimes, it's best not to establish a business or marketing relationship with certain potential clients. Yes, you read that correctly. You might be surprised at how commonly this is practiced by professionals, and you may even realize that it has been done to you. Have you ever gone to the doctor, mechanic, or any other service and been told, "I'm sorry, but I already have a full schedule, but I'll recommend you to a colleague of mine?" It's a polite way of denying you the service.

The answer is simple: even if the sale is made, it's likely that the company has detected that the customer will likely cause a lot of waste of energy, time, and even money in the post-sale stage. For example, the classic customer who constantly asks where their order is, even after being given a specific arrival date, or the customer who asks endless questions before making a purchase and continues to be unsure during the post-sale process.

To avoid this, large companies often delegate customer service to third-party companies, although this can be extremely expensive. As a result, they use various techniques to minimize the energy and resources they have to expend. Have you ever called a company and had to wait five minutes for a representative to answer, only to be kept on hold for another

five minutes while they check the system? These tactics are used to filter customers and encourage them to self-select out of the process.

Initially, you may not see the importance of filtering clients, but when you have ten clients with doubts and all of them want to be served, you'll appreciate the value of also filtering the clients you may have.

Filtering customers can not only aid in avoiding those that may pose a greater threat, but it can also help to quickly identify customers who have the potential to make a purchase. Many companies that offer services often begin by offering a free consultation or advice. The main purpose of this is not to assist the customer, but rather to evaluate whether the customer is likely to make a purchase, is simply curious and may waste time, or may become a drain on the company's resources with numerous post-sale calls.

It is important to be intelligent and adept at fine-tuning these filters. The more effective these filters are, the smoother and more efficient your business will be.

Chapter I X: Grow your business

You will need money, a lot of money.

I want to keep this particular chapter brief and the message easy to understand. For your business, it is crucial that there is a continuous flow of money. Without a flow of money, there simply is no business. In reality, it is highly probable that your business will not yield any profit at all. Therefore, you will need capital to sustain both the business and your own livelihood. This is where the idea that many successful entrepreneurs who are millionaires today partly owe their success to having a safety net in the form of a backup plan or supportive families or investors. However, it is an uncomfortable truth that having a safety net does not guarantee that a business will eventually turn a profit. There are numerous businesses that constantly go bankrupt even with the full support of powerful investors. On the other hand, for individuals who do not have such support, they may have to find a job and manage their new project, venture, or business in their free time in order for it to survive, as the business may not generate any cash flow. In fact, according to statistics, businesses that adopt e-commerce tend to fail within the first two years of operation. However, the surprising thing is that businesses that manage to survive tend to begin to grow and generate cash flow. Therefore, it is understandable that an average person may need a job or even a bank loan in order to continue running their business.

Now, I will be candid on this point: I believe that taking on debt to start a fledgling business is not the best strategy. Although it may not seem glamorous, the best way to determine if a business is viable is to work and continue operating the business alternatively, starting with smaller pilot tests. Otherwise, you will be in debt for a business that has no future.

It may seem like a disadvantage to be in a disadvantaged position, but you would be surprised to know that most businesses are not profitable. They only survive by continuing

to attract investors who keep the business afloat. Despite the glamor and apparent wealth of many businesses, many have never been profitable. In fact, to be honest, there are very few businesses that actually turn a profit. Most operate and are built like a lottery game, where investors pump in funds hoping that more investors will eventually join, regardless of whether the business is good or not. Investors are only interested in getting into the roulette wheel and withdrawing their money when they see fit.

The investment required for a business, service, or product may vary significantly depending on the niche. In some cases, the investment may be low, while in others it may be necessary to seek financing from government or banking sources. It is important to dedicate as much time as possible to developing a profitable business model in order to reduce the risks and obligations that come with borrowing and attracting investors. When designing a business model, it is crucial to consider all expenses, including equipment, rent, services, salaries, and internet payments. It is also important to identify the sources of financing that will be used to support the venture.

Chapter X: The use of electronic commerce

The secret to scale your business.

In this section, I encourage you to explore the various tools available for conducting e-commerce, regardless of your business, service, or product. However, before diving into the excitement of using social media to pay for advertising, it's important to consider the potential drawbacks. A strong reliance on social media or any other platform where you have no control can make you vulnerable.

For example, Bryan, the creator of the LondonReal project, had many of his videos blocked or deleted by various platforms due to the controversial nature of the content. He even expressed concern that his accounts could be deleted entirely, which he believed would spell the end of his business. While it's true that losing a large following on social media could have a significant impact on someone with millions of followers, it's a stretch to say that it would mean the end of their business entirely.

Why build a business on such unstable foundations?

Another case in point is the millionaire real estate mogul Grant Cardone, who is well-known for discussing other niches, such as e-commerce and dropshipping, even though they are not his primary area of expertise. When asked if he recommends selling products on Amazon or eBay, he firmly stated, "None, in the end you are still inside of their platforms, the day they want to delete you, they will, and you only contribute to making Amazon richer, to making Ebay richer, you must change the paradigm, break that dependency." While there's no denying that these platforms are great for selling products, Cardone raises an important point to consider.

Use all the tools and platforms that you believe will help your business achieve better results, but always consider the extent to which you have control and, most importantly, whether your business model will remain profitable or survive if you lose control.

It is advisable to diversify and expand in all senses, not just linearly, as relying too heavily on a single platform or social network could lead to disaster if that platform decides to change its terms of service, conditions, or delete your accounts. Ideally, platforms or social networks that are not under your control should be merely extensions of your business, while the core of your business should be something that you have complete control over.

Many colleagues have experienced the sudden disappearance of their businesses when they couldn't access their accounts, profiles, or networks. You can't afford to take that risk. The degree of independence that you can achieve will depend on your business and niche. Some businesses may be impossible to fully disengage from, while others may be relatively easy to make completely independent. It's up to you to design a business model that works for you. Avoid building a business that is heavily dependent on algorithms that you have no control over.

In this expansion, it's important to have a plan in place and ensure that everything is part of your business model. Otherwise, you risk becoming one of the many people who are just entertaining on social networks or building large communities that don't actually impact their business. For example, a content creator who launched a campaign to sell clothes may have millions of followers, but if the content they create doesn't convert into real customers or sales, then their social media strategy is not in line with their business model.

Whether you are a content creator or using social media to generate sales, the way you approach your networks will be different. The first group is just looking to entertain people and get paid for it, while the second group is interested in using social media to expand the scope of their business. The worst thing that can happen for the second group is to create content that doesn't convert into actual sales.

Chapter XI: Personal brand

The difference between being one more in the market.

One trend that I observed was an obsession with establishing a personal brand, which, from a practical standpoint, was unrealistic. For instance, many people began managing social media accounts with the hope of gaining a large following or generating thousands of views, only to become discouraged when these goals were not met. This flawed perspective was often fueled by self-proclaimed experts who promised to possess the secret to success on various platforms and the ability to make money. It is worth mentioning that these individuals were merely opportunistic. This situation reminds me of the gold rush in the United States. At the time, it was believed that finding gold was relatively easy and required minimal equipment or knowledge. As you can imagine, the rumor that it was easy to become a millionaire by simply showing up with a bucket and a shovel quickly spread. However, as you may guess, the majority of people who participated in the gold rush failed, and it was noted that the only true winners were those who sold buckets and shovels. Today, we see a similar phenomenon where people claim to be experts, but in reality, they are simply selling you the tools without providing any guidance or helpful advice. Consequently, it is understandable to view this as a deceitful charade. However, it is important to recognize that during the gold rush, there were indeed winners, and in any niche or business, there will always be those who succeed, whether through the sale of products or the provision of services, etc. The key to success is to focus on what made those winners successful and to learn from them as much as possible. It is worth noting that the circumstances will always be different, and during the gold rush, the main winners were those who had a large team of workers, the technology, and the knowledge to extract resources, including gold. For the average person who lacks the same power, resources, or knowledge, the odds of success may

seem stacked against them. However, there are still steps that can be taken to increase the chances of achieving results.

As mentioned in earlier chapters, I was consistently surprised by the fact that many companies, factories, and entrepreneurs in China had a limited online presence. Unlike content creators in Western countries, these businesses were primarily focused on conducting business, which may seem straightforward but requires careful consideration. Every decision and action taken, whether it be searching for leads, creating advertising campaigns, or generating content, must be integrated into the business model, or else it will simply be a waste of time.

To illustrate this, when I analyzed the hard data of certain video metrics that I had created as part of a strategy to establish my personal brand, I was puzzled by the case of two particular videos. One video had garnered 10,000 views, with a decent number of comments, and the metrics seemed favorable as they showed that although the video was quite long, the average visit was almost ten minutes. In theory, one might say that this was the perfect video. However, when we delved deeper into the conversion to sales data, we were disappointed to see that it had not resulted in a single conversion - not even 10% or 1%, the conversion rate was 0%.

On the other hand, when we analyzed the second video, it was one that could be classified as low quality, with shaky and distorted images due to rapid changes in lighting, and no further editing. This video had only received around 90 views. To our surprise, when we looked at the video metrics, we found that 100% of the people who viewed the video watched it in its entirety, and around 30 people approached us to inquire about doing business,

buying something, or hiring consulting services. Of these 30 interested parties, 50% became paying customers.

Understanding the content of this passage is crucial for grasping your own business model and how money flows. I will repeat: you must either entertain or make money. If our goal were to entertain, the first video would obviously be the one to emulate and replicate as many times as possible. However, our aim was to make money, monetize, and generate income, so the second video was much more interesting for replication purposes.

The second video was also on a very specific topic and included personal experiences, which is likely why it had so few views. However, these views were organic and aligned with our personal brand. It would be naive to think that this was solely due to the video; of course, the video was only the catalyst. What really led to the sales was simply our presence.

As Woody Allen famously said, success is often simply a matter of showing up. And I can assure you that he is absolutely correct. By "showing up," I do not mean that you should just sit around waiting for business to come to you. Nor does it mean that you have to make a lot of videos or be active on every social media platform. It all depends on your goals and, most importantly, your business model.

Some may be tempted to start building a presence on social media without having a quality product or service to offer. You will certainly encounter individuals or groups who offer poor products or services, but it would be a mistake to use that as an excuse to do the same. Doing so would only lead to mediocrity. One of my mentors once told me that it is essential to ensure that what you are offering actually works, and that it is consistently effective. You can't just enter the market half-heartedly and expect to provide real value.

Only then, upon entering social networks, platforms, and the like, will it be necessary and advantageous to create a personal brand for the purpose of increasing sales. The key is for the market to be aware of your existence, even if your level of influence is limited. If they know that you have been active in your field for an extended period of time, even if you are not particularly well-known, this can instill greater confidence in potential customers compared to a generic, impersonal image with little experience. Ultimately, customers are not naive and will not blindly reject a useful product or service simply because the company, business, or seller does not have a massive following or the same level of fame as other market players. In the world of business, the bottom line is what matters most, which is why I emphasize the importance of focusing on offering a product or service that truly works and effectively addresses a market need or problem.

Chapter XII: Free advertisement

The use of other people as means of distribution of your business.

In the digital world, there are two classes of famous people: those who are famous but have to constantly promote their work to be seen, and those who achieve fame through virality. Content creators on social media platforms are a prime example of the former. Although they may have millions of followers, their reach is often limited to their own bubble of influence. This dependency can be problematic, as their reach can suddenly decrease if the algorithms of the social media platform change or if they violate the platform's terms and conditions and have their content deleted.

On the other hand, true viral fame is elusive and difficult to quantify, as it occurs when everyone is talking about a particular individual or company. Both individuals and businesses strive for this type of fame, as it can generate free publicity and cause others to spend time creating content about them. This type of fame is often achieved by creating an emotional reaction in people to an ambiguous or unclear situation, causing them to take a stance for or against the individual or business, which can lead to virality.

As for the cost of advertising on Facebook, it can vary depending on the time of year. In the low season, when fewer sales are expected, the cost of advertising will be lower. However, during the high season, advertising becomes much more expensive. For example, the cost of a simple conversion for a specific, non-popular word may be 50 cents in October, but increase to 90 cents in November and as much as \$7 in December. This is why professionals often resort to creating free publicity by generating buzz and causing others to talk about them.

It is advantageous when your own content becomes popular and reaches a wide audience, but the impact can be even greater if others discuss and promote your content. The

success of this strategy depends on how it is implemented within your business model. If your content goes viral and potential clients can easily find your online presence, even if it is limited, it can continue to drive significant sales.

Unfortunately, some professionals who use this strategy may omit mentioning or promoting individuals with less influence than themselves. The less experienced may become emotional and not realize this was the intention from the outset.

Ultimately, it is up to you to imbue your content with a positive or negative connotation that will make people talk about you. However, strict customers who are genuinely interested in your service or product will not be swayed by the initial content that drew their attention and will instead focus on the solid value you offer, which will be crucial in determining whether or not they make a purchase.

Chapter XIII: The Art of Delegation

Your strength will be proportional to the people who are with you, period.

There is a significant difference between individuals who have financial resources and those who do not. The former tend to value the talent, trust, and relationships they have with exceptional people, understanding the importance of valuing others. In contrast, those without money often do not know how to relate to extraordinary individuals and lack the mindset to maintain these friendships if they do manage to form them.

This is why our project is called the Babylonian model, as it emphasizes the need for a comprehensive plan with diverse ideas to achieve success through collective efforts rather than individual work. As previously mentioned, if you prefer to do everything yourself, your reach will be limited. It is impossible to master every aspect of a business, and even if you try, your intellect, talent, and effort will be spread too thin to make a significant impact. Some individuals may be tempted to be the CEO, the director of advertising campaigns, the customer service representative, and even the janitor, but it is understandable that in the initial stages of a business, it may not be feasible to hire more people. However, this limitation should have an expiration date, and eventually, you must include more individuals in your business, not just employees, but also collaborators and business allies who can assist you.

While I have been doing dropshipping since 2013, it was only a means of obtaining extra income for specific purchases or vacations. It was only when I took it more seriously that the business became scalable. Many people may assume that I am the only person in my business, but for educational purposes, I want to share with you that my network consists of approximately 50 people, each with a specific task that is essential to my business model. This allows me to focus my time and energy on other areas. At the start, I was responsible for the operational aspects, such as verifying and shipping products, but now I have a network of individuals to handle these tasks. Some may advise you to only focus on a specific area,

while others may suggest that you oversee all areas. Ultimately, the decision is yours based on your business model.

Consider this: constructing a network in an inefficient manner, or including inefficient individuals in it, not only has the potential to stifle your business, but also to actively undermine it. It is crucial to exercise caution and remain vigilant in regards to the people you choose to incorporate into your professional network.

Chapter XIV: Rebuild yourself

If not now when?

As an entrepreneur, it is perfectly normal to experience moments of uncertainty and insecurity about your abilities and talent.

However, it is important to maintain a positive perspective and seek feedback in order to identify areas for improvement. Keep in mind that there is no step-by-step guide for running a business, and it is up to you to create and follow a plan. It is possible to reinvent yourself and learn new skills, as long as you are dedicated and willing to put in the time and effort.

This may involve seeking out mentors, enrolling in courses or trainings, or attending conferences. Even if you are an engineer, like myself, don't let labels restrict you.

By being open to learning and putting in the hard work, you can achieve your goals and succeed in your business.

Chapter XV: Failure will be part of your process

The truth will set you free

One of the primary reasons that many individuals are hesitant to take tangible action in the realm of business is due to the fear of failure. They worry that their savings will be squandered, as it is important to clarify that taking the plunge is not simply about watching a video or reading a book. Rather, it involves risking money on a business with the possibility of losing it. It is possible that you may be afraid of being defrauded, or that a partner will attempt to embezzle funds, or that your advertising campaign will prove to be a failure. However, I must be frank with you and state that not only will these experiences occur, but they will happen repeatedly as you continue to learn and build your business. It is natural that you will make decisions that may have negative consequences, but as long as you respect the learning curve, you will not only learn from these mistakes, but you will also move on from them. It is important to let your competition be the ones who are filled with doubts and insecurity, rather than allowing yourself to be bogged down by mistakes. It is normal to experience failure, but it is not normal to become stuck due to a single error. I am realistic and acknowledge that there will be mistakes that require a significant amount of time, energy, and money to resolve, and there may even be failures for which no solution can be found. However, as long as there is a chance, no matter how small, it is essential to keep moving forward, as it is often that small possibility that makes the difference between a miserable life and one with purpose. The path of entrepreneurship is not straightforward, as it involves a combination of luck, skill, and a successful business model. Even with all of these elements in place, success is not always guaranteed.

On one occasion, a girlfriend of mine asked me what I would do if my project failed. As soon as I heard her question, I began to laugh, which completely bewildered my girlfriend at the time. "Why are you laughing?" she asked, disbelief etched in her voice. I decided to be

honest with her and explained that I had already failed numerous times, and that my project was not even profitable. In fact, it caused me to lose both time and money. Even so, I always looked for ways to reinvent myself and never gave up. "Do you think I would give up now that I know my business model is viable?" I asked her. It is certainly respectable to pursue a business for the purpose of making money, but it is crucial to be aware of competition that does so out of passion.

You decide

This book is part of a series of three books that together make up the Babylonian Model, and were officially released for sale on December 25, 2020. Being version 0001 20201225, however, the internet is an extremely wide, and it could happen that this book has been acquired in another way, even illegally, which will deprive you of future updates, since periodically, at least once a year, the version will be updated, correcting details, adding information to chapters, etc. . . , the update will be automatic, we will simply consult our database to send you the newest version as soon as it is available for free. If the purchase was digitally, we will send you the new version via email. If you bought the printed version, you will only absorb the payment for printing and shipping wherever you want. If you do an illegal download, you will not be in our databases and therefore, you will not get the new updates.

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About the author

Alexis, also known as Joan Zeroz, began his journey to improve at the age of 17. He did not do so to impress others, but rather because he genuinely wanted to get out of the mental prison of not knowing how to have a better lifestyle or simply have more freedom over his life. Now, at 34 years old, he can honestly say that the Babylonian model has the power to change your life in a positive way. He has seen firsthand how it has helped people, from those who were struggling to move on from a former partner and are now happily married, to those who thought e-commerce was their only option. He has compiled years of international experience from Europe, America, and Asia into a simple and powerful model that can improve your emotional or financial life. The only thing left is for you to do your part to make the magic happen.



Bruce Lee statue in Hong Kong, 2017.

The Babylon Model: The key to success as an entrepreneur.

Alexis Gomez Sanchez

Joan Zeroz

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