

mei-ster:
Suffix denoting
a professional
practitioner

ProfitMeister TIP SHEET

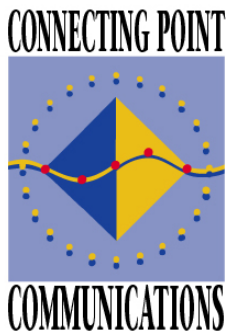
“The most successful people are those who are good at Plan B.”
James York

Detect a *Marketeer!*

“It’s about executing the basics flawlessly and then adding a dramatic touch.” With that, the wizard bowed and ‘poof!’ he was gone. Holly shook herself; surely this was a dream. At 50, building a second business brought new challenges. She smiled, “I am a marketeer!”

Marketeer versus WannaBe

- | | |
|---|--|
| <input type="checkbox"/> Leader | <input type="checkbox"/> Follower |
| <input type="checkbox"/> Big picture orientation | <input type="checkbox"/> Blinders |
| <input type="checkbox"/> Bold and courageous | <input type="checkbox"/> Timid and doubtful |
| <input type="checkbox"/> Hires extraordinary people | <input type="checkbox"/> Wants no challenge of authority |
| <input type="checkbox"/> Questioning | <input type="checkbox"/> Accepting |
| <input type="checkbox"/> Future Focus | <input type="checkbox"/> Status-quo oriented |
| <input type="checkbox"/> Visionary | <input type="checkbox"/> “We’ve always done it this way” |
| <input type="checkbox"/> Kaizen | <input type="checkbox"/> Skilled administrator |
| <input type="checkbox"/> Questions—What, Why, How | <input type="checkbox"/> Holds meetings |
| <input type="checkbox"/> Flawless basics | <input type="checkbox"/> Bureaucratic process |
| <input type="checkbox"/> Solid foundation | <input type="checkbox"/> Easily swayed |
| <input type="checkbox"/> Action-oriented | <input type="checkbox"/> Analysis paralysis |
| <input type="checkbox"/> Planner | <input type="checkbox"/> Shoots from the hip |
| <input type="checkbox"/> Committed | <input type="checkbox"/> “I might” |
| <input type="checkbox"/> Decisive | <input type="checkbox"/> Indecisive |
| <input type="checkbox"/> Does the correct thing | <input type="checkbox"/> Does things correctly |



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