

The Seven Pillars of Business

How to Analyze ANY Business, Job or Opportunity
Using the Seven Key Principles AND Choose a
Perfect Business for Profitability and Longevity.



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About the Author:

Glenn Bolton is a computer geek, web developer and network marketer with over 25 years of online and offline marketing experience. Glenn's skills as a sales and marketing professional have been used by a number of network and direct marketing companies. Glenn has run education and training seminars (both live and online) and sold videos and audios of them throughout the world. Over the years Glenn has developed a swag of unique sales, marketing and tracking tools and resource materials to make your business life simpler. These tools are still being used by thousands of marketers across the world. Using these resources Glenn also lives an idyllic lifestyle earning a good full-time income from a part time involvement.

About GST:

Founded by Glenn Bolton, Global Success Team (GST) is a worldwide group of Direct, Online, Affiliate, Network and Social Marketing professionals sharing stories, experiences and resources so that they may find better Health, Wealth and Lifestyle. GST360.com is the online business resource for Global Success Team Members providing a full 360 degree (panoptic) view of business.

Origin of the Seven Pillars

Over more than 35 years of business successes and failures I discovered that there are a number of key business factors that control whether or not a business will win or lose.

Consider and apply them wisely and you will limit or even eliminate your business failures.

I call them the **Seven Pillars of Business**.

Just like a stool needing at least 3 strong legs to stay upright, or a building requiring enough structural pillars to hold up the walls and ceiling, a business requires **seven sturdy business pillars** to stay viable.

Use these **seven pillars** to assess whether to buy **stocks and shares**, **start a business** or become an **employee** or **investor** in someone else's company.

I will highlight **more than 30 key factors** that can influence a business, but they can essentially be summarised into just **Seven Business Pillars**.

Trends

Products

Company

Income

People

Support

Stewardship



The Wagon Wheel Analogy

Imagine a wagon wheel with **7 spokes**.

Which spoke is the **most important** one?

All of them are as **important** as each other, right?

If just **ONE** spoke fails, the **whole wheel** will collapse.

Picture, in your mind, that **wheel rolling** down a **smooth road**.

It rolls easily and there is **minimal stress** upon each spoke.

Now... picture that same wheel rolling down a **rough and rocky road**.

Each stone on the road imparts a **stress upon the wheel**, but that stress is **accentuated** at the spoke closest to the ground, isn't it?

What do you think happens when the **extra stress** of the wheel rolling over the rock **exceeds the strength of the spoke** supporting the wheel?

The spoke fractures and the wheel collapses!

If any spoke is **weak for ANY reason**, then it **only needs to meet a small stress** (rock) to break the wheel.



How to Analyze ANY Opportunity Using the Seven Pillars Wheel

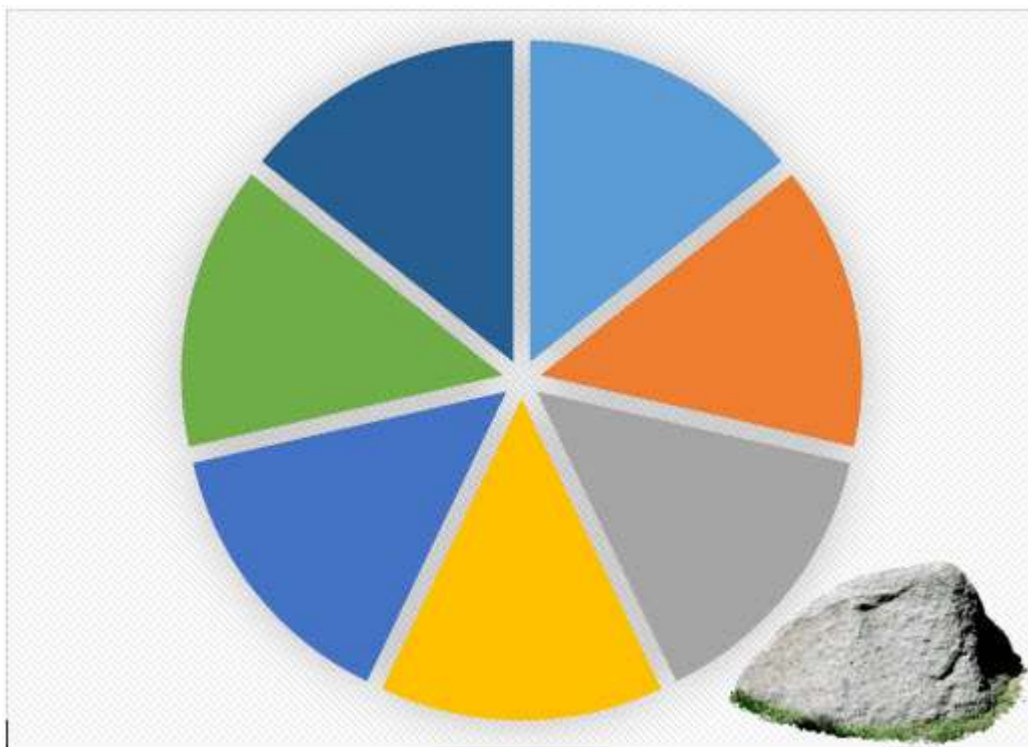
Use the **Seven Pillars** when analyzing **ANY business, job or opportunity**, whether it be buying shares or investing in a business, joining a **direct sales** or **network marketing** company or even **getting a job** at the local pizza parlour.

The strength of **your business (the wagon wheel)** relies upon the strengths of **each individual business pillars (wheel spokes)**.

Maximizing the strength or **resilience** of each individual pillar **strengthens your whole business**.

Therefore, only **ONE weak pillar can bring down a whole business**.
And it **does not matter which one!**

A set of **strong pillars** (spokes) makes for a **resilient business** (wheel) that will roll easily even with **applied stresses** (rocks).



Don't Choose a Business with Weak Pillars!

The **Seven Pillars** are **MANDATORY** and all must rate at least 7 /10 otherwise the company or system will **eventually fail**. It just might take a while to find out.

- Don't let your emotions decide. Business is business.
- Due diligence. Check the info and data yourself. Don't take other peoples' word for fact. They are always biased.
- Caveat Emptor! Accept the consequences of a bad decision.

If just ONE pillar is faulty then it will probably be an uphill battle.

You can wait until it is rectified (how long?)

YOU may even be the catalyst for change.

Or you can decide to move on.

But if the business or opportunity has ALL strong pillars, then **commit wholeheartedly!**



How are the Pillars Constructed?

Each of the seven pillars can be broken down further into a number of **key factors**.

The **higher each of these rate** with you, plus the combination of them all, then the better your potential for **financial, social and emotional profit**.

Trends

- **Trends** - Will you be ahead or behind the trends?
- **Timing** - Are you early or late in the product life cycle?
- **Industry** - Is the business' industry expanding or contracting?
- **Future** - Do you see yourself staying for ages or moving on?

Products (& Services)

- **Products** - Do you have to buy, store and deliver?
- **Services** - Configured online for instant delivery?
- **Demand** - How big is the market for the products & services?
- **Desire** - Are they what people want or need?
- **Popularity** – Are people already purchasing something similar?
- **Value** - Are they price competitive at full retail?
- **Uniqueness** - Are they proprietary or exclusive?
- **Competition** - Who else are you marketing against?
- **Protected** - Are they patented? Can they be easily copied?
- **Longevity** - How long could the products last in the market?



Company

- **Company** - How long have they been in business?
- **Legality** - Does the company trade legally in all aspects?
- **Ownership** - Private or publicly listed on a Stock Market?
- **Globalization** - Do they market worldwide or only local?
- **Internet** - Do they have a strong Internet presence?
- **Guarantee** - How strong are their warranties and guarantees?

Income

- **Compensation** - How much can you earn?
- **Profitability** - Are there good profit margins?
- **Leverage** - Can you build teams to multiply your efforts?
- **Fairness** - Are the rewards fair for all levels of commitment?
- **ROI** - How soon can you return your initial investment?
- **Commitment** - What time or money is required from you?
- **Spare-Time** - Can occasional effort make supplementary cash?
- **Part-Time** - Can I work this with only a few hours per week?
- **Full-Time** - How long to replace your current income?
- **Limitations** - Is your income potential limited or unlimited?
- **Payment** - How and when do you get paid?
- **Bonuses** - Are there any special gifts for exemplary work?



People

- **Management** - Who's running the company?
- **History** - Check the track record of key personnel?
- **Help** - Who is there to help when you need it?
- **Mentor** - Will you get individual help and guidance?
- **Likeability** - Will you like working with them?
- **Progression** - Are their goals and targets achievable?
- **Family** - Can your family join in or help you?
- **Incognito** - Can you do it without standing out?
- **Lifestyle** - Will you be able to live the dream lifestyle?

Support

- **Training** - How much and how delivered?
- **Meetings** - Can you do it online without physical meetings?
- **Savvy** - Are there multiple ways to work the system?
- **Simplicity** - What do you need to learn to get started?
- **Tools** - Are the business tools useful?
- **Price** - Do you have to pay for training?
- **Effectiveness** - How effective is their marketing?
- **Creativity** - Can you develop your own tools?



Stewardship

- **Giving** - Do they contribute to a cause?
- **Charity** - Can you make direct contributions?
- **Community** - Do they get involved in community projects?
- **Social** - Do they help people in need?
- **Environmental** - Do they consider environmental impacts?
- **Ecological** - Are they "green" and promote this as policy?
- **Equality** - Is there any discrimination or favouritism?



How Did Your Business Rate?

With this new knowledge, using the seven factors, **rate the business, job, opportunity or investment** you are currently involved with, or investigating.

- Do "all the **ducks line up**"?
- If so, then you're on a **winner!**
- If not, then when will it **collapse**?
- Assess your **risk versus reward**.
- Will it be **worth it**?
- If not, then **drop it and look elsewhere!**



What Next?

Do you want to **work 40 hours per week for 40 years** and come away with poor health and no money for luxuries?

Or would you prefer to **invest 10 or so hours per week for 2 to 5 years** and create a wonderful life for you and your family?

Why not **continue the learning process** and read our next article?

How to Escape the Rat Race

How to Choose a Perfect Business and Create Your Ideal Future of Health, Wealth & Lifestyle



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