



DEFINING PATHS
PRESENTS

BUSINESS AS A CAR

BUSINESS TRUTHS

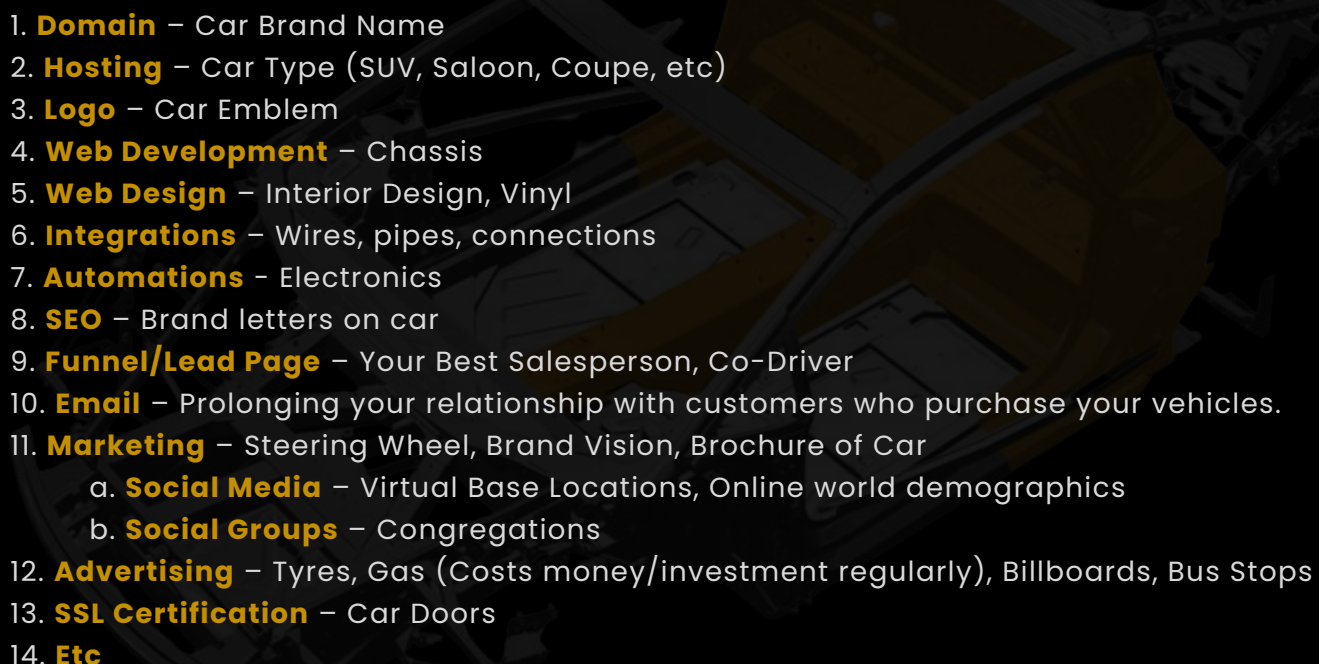
**WHY THE WORLD HAS
BEEN SELLING YOU
SPARE PARTS**

Business is an art accomplished through serving and fair, transparent trade that leads to wealth, legacy, and greatness.

BUSINESS AS A CAR

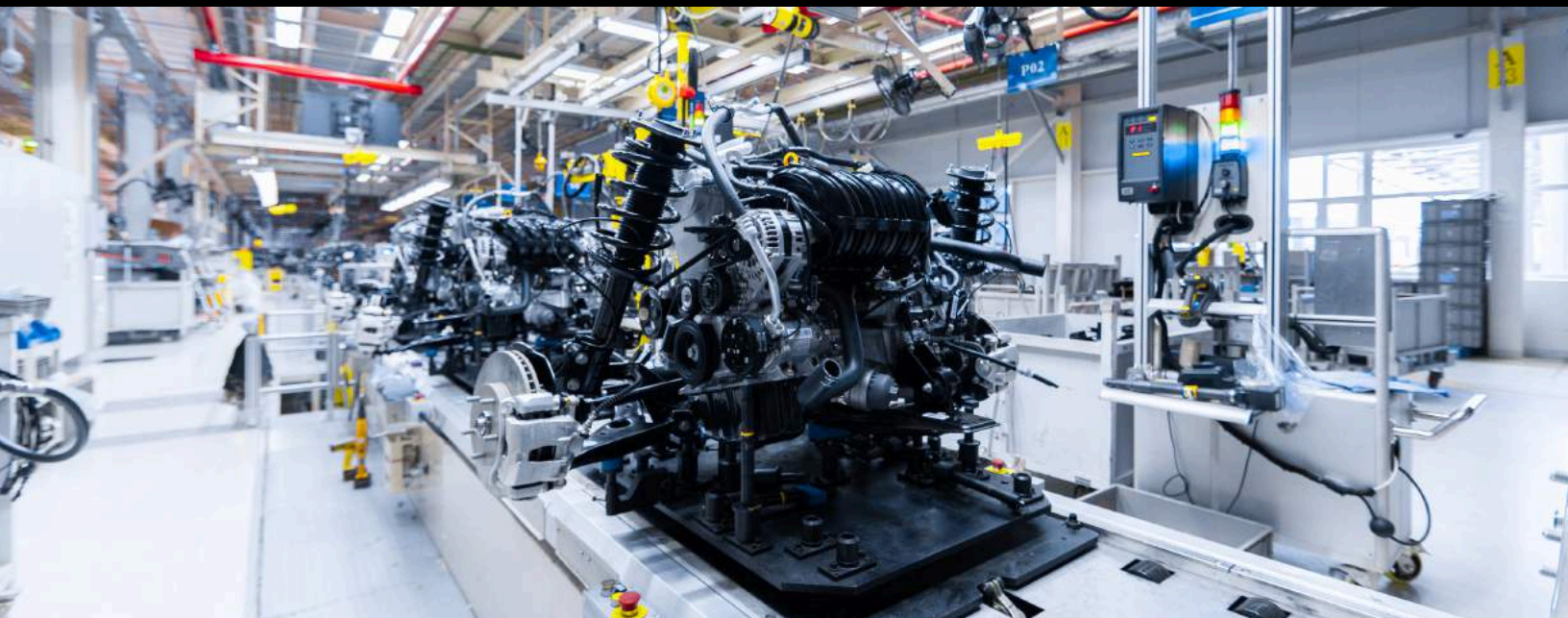


Now let's do this exercise by using our imagination. Let's imagine creating a vehicle related to parts of a business. (note: we cannot completely compare a car to a business model because it is much more dynamic than that, but let's do our best to inspire ourselves to use this concept to connect the dots)

- 
1. **Domain** – Car Brand Name
 2. **Hosting** – Car Type (SUV, Saloon, Coupe, etc)
 3. **Logo** – Car Emblem
 4. **Web Development** – Chassis
 5. **Web Design** – Interior Design, Vinyl
 6. **Integrations** – Wires, pipes, connections
 7. **Automations** – Electronics
 8. **SEO** – Brand letters on car
 9. **Funnel/Lead Page** – Your Best Salesperson, Co-Driver
 10. **Email** – Prolonging your relationship with customers who purchase your vehicles.
 11. **Marketing** – Steering Wheel, Brand Vision, Brochure of Car
 - a. **Social Media** – Virtual Base Locations, Online world demographics
 - b. **Social Groups** – Congregations
 12. **Advertising** – Tyres, Gas (Costs money/investment regularly), Billboards, Bus Stops
 13. **SSL Certification** – Car Doors
 14. **Etc**

TIME FOR AN EXERCISE - CONT

BUSINESS AS A CAR



Even with all these things, it's worthless without a mission and purpose, especially of the following:

1. **Valuable Product and Service** – Engine, Gears
2. **Copywriting/Your Voice** – Sound of The Engine, Feel of The Drive
3. **Authority Positioning** – Passengers' Memory of The Drive
4. **eCommerce** – The Purchasing of Your Vehicles
5. **Cybersecurity** – Key Fob, Car Alarm, SOS/911 System
6. **Income Streams** – People's Investment in Your Brand
7. **Brand Legacy, Reputation, Experience** – Creating Wealth
8. **Podcasts, Shows** – Brand Influence
9. **eBooks** – Autobiography of Brand
10. **Etc**

TIME FOR AN EXERCISE - CONT

BUSINESS AS A CAR



And let's not forget about you, the DRIVER, and the PEOPLE you are serving. This is what is required:

1. **Driver Personality** – Willing to think of others more than themselves, influence on others
2. **Driver Work Ethic/Willingness to Succeed** – Keys to The Engine
3. **Driver Knowledge** – Business Education, Customer Marketings and a spectrum of subjects
4. **Driver Self Love, Belief and Faith** – Holistic Coaching
5. **Driver Confidence** – Leadership Executive Coaching
6. **Self-Accountability** – The Journey From A to Z
7. **Customer Satisfaction** – KPH/MPH, Indirect Marketing
8. **Customer Loyalty and Influence** – Strategy, Market Position
9. **Customer Repeat Purchase** – Appreciation, Net Worth
10. **Etc**

TIME FOR AN EXERCISE - CONT

BUSINESS AS A CAR



And lastly, service and maintenance, anyone?

1. **Web Updates and Maintenance** – Battery, Fluids, Alignment
2. **Site Crash/Errors/Malware** – Breakdown, Write-Off
3. **Brochure Updates** – Corrections on Vehicle Spec
4. **Etc**



EXERCISE COMPLETED

GOT THE POINT?



Now, did you notice how in the online world, you can purchase every single thing I listed as a service?

Taking a simple imaginary concept of a car shows just how much of a gold mine the online world has been for many scammers, advising us on what to get rather than what we need to get our business started.

Of course, we know with every vehicle we buy, we can change, improve, and upgrade its parts, but we at least have the vehicle to begin with. This is the point we're trying to make. Let's not also forget with every brand comes its headquarters, finance, HR, and many other departments, which again are services sold separately. It's become an expensive mess and confusing journey!

You see, we don't need these to be sold in niches to suit someone's ability to make as much they can, instead, it is the DP philosophy that all should be a one-time investment to build a vehicle in their passion and vision, let them drive and upgrade as and when they please.

Instead, as we know in the business world, these things are sold as a "they-will-come-out-of-nowhere-and-buy-as-you-sleep" FREE (not-so-free) dream without any genuine care of your passion or dream, only of investment.

The realistic message is that constant risk, investments, and strategies must be made to grow, scale, and maintain.

At Defining Paths, we operate in truth, transparency, and love. And we don't build cars but submarines with a guarantee. (Imagine that!)

DEFINING A NEW PATH

LET IT SINK IN



Now you understand the magnitude of this mission. This mission is to be a safe haven for all micro and small businesses, new or existing, with one investment, one clear vision, and community, where we can re-educate and change the world for generations to come.

Defining Paths is the long-awaited answer folks have been praying for, to every injustice that has happened, and we shall serve by being the helping hand they desire; they will never walk alone as we provide lifetime support.

We see a future where all the hard sellers, scammers, and opportunists will shut down and disappear as we and the compassionate build momentum and strength. With education and a perspective shift, people will stop falling for their trap.

We are just scratching the surface, and we have a lot of deprogramming and re-education to do. We are farmers by heart and want to only produce fruits and vegetables that better people's minds, bodies, souls, and businesses; thereby, reshaping wealth and true happiness.

GREATNESS ACHIEVES WEALTH

ARE YOU IN BUSINESS FOR THE RIGHT REASONS?



Money is the oxygen we need to breathe and live, but too many greedy, selfish, and fake experts steal that oxygen from us to fill their rich desire.

Ask yourself this: Do I make money honestly? Because if we all did, we would be playing the wealth game as opposed to riches.

The key to wealth is helping others get what they desire and in return you'll have everything you desire.

Life is about serving through GREATNESS and not by FEAR.

We are all about walking in the line of greatness and wealth, trusting in the business of humanity in all industries. This starts with real re-/education.

That's why in every investment, we provide comprehensive education and knowledge with holistic healing and growth to create an above and beyond possibility mind-set.

A man in a blue plaid shirt and dark pants is crouching on a grassy field, holding his head in his hands in a gesture of distress or exhaustion. To his right, the front of a silver car is visible with its hood open. The background shows a hazy landscape under a clear sky. The entire image has a warm, golden-yellow tint.

THANK YOU FOR READING

DEFINING PATHS INTERNATIONAL