



<http://ProfitablePopularity.com>

1) If people are thinking of starting or growing their business, what do you think is the most important element to focus on first?

- a. Profitability is the most important factor- that should be the main focus and the main goal, above everything else.

2) What are three mistakes you see businesses make?

- a. Aside from not focusing on profitability, they also don't manage costs- because they focus too much on top-line revenue, if they are building an online business, they often get seduced by popularity over profitability, and then they don't make plans to pay themselves first.

3) What do you consider the right order to build a business?

- A. I talk about it in terms of a Hierarchy of Business Needs- this comes from my book, Internet Marketing for the Rest of Us:
 - a. First a business should focus on financial sustainability, then financial reserve
 - b. After that, growing popularity, then platform, then focus on legacy



JAIN'S HIERARCHY OF BUSINESS NEEDS

Excerpted from:
Internet Marketing for the Rest of Us: Your In-Depth Guide to Profitable Popularity
<http://ProfitablePopularity.com/Book>

4) How did you decide to go into business for yourself?

- a. I went into business for myself without a lot of planning or forethought. I would not recommend this, though it turned out OK for me.

5) What is your favorite part of being an entrepreneur?

- a. Being able to turn my ideas into real value for my clients.

6) How can a new business get its first clients?

- a. The first clients are always the hardest. This is where you have to really activate all your network, all your connections, and do your best to attract your first clients quickly.

7) Do you have any tips for balancing all the aspects of owning and running a business?

- a. Stay focused on initiatives that will bring you money within 60 days.
- b. Focus on making your clients really happy.
- c. Be sure to simplify your other commitments so you have enough time to take good care of yourself. You are your own business asset.

8) Tell us about your book, *Internet Marketing for the Rest of Us: Your In Depth Guide to Profitable Popularity*

- a. I wrote this book to help businesses use the internet to be more profitable and to reach their target clients. It's really a book about understanding the strategy of the internet and how to use it to further your business goals.
- b. I wrote this book because there is a lot of mystery around the Internet and I wanted to make it accessible for the rest of us.

9) What do you like to do in your free time?

- a. I try very much to balance work and play. In my free time, I grow flowers, make jewelry, take digital pictures, and dance salsa and tango. I also work out at the gym regularly, and enjoy seeing live music shows- and traveling to beautiful, nature-filled places.

10) How can our audience learn more about you and what you do?

- a. They can visit me online at <http://ProfitablePopularity.com>.

11) Any last words of advice to the entrepreneurs in our audience?

- a. Test your new business idea rapidly.
- b. Seek to get your first clients as quickly as you can.
- c. Stay focused on making sales, but also managing expenses and saving for profit.
- d. Focus on profitability first, then popularity.

Thank you!