

A Companion Booklet To The  
Make-Sell-Grow Video Series

# **HOW-TO START YOUR FREEDOM BUSINESS WHILE AVOIDING ASSUMED REQUIREMENTS**

Are these 4 assumed  
requirements holding you back  
from starting or growing your  
freedom business?

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## **Introduction**

Hey everybody, this is Jason Miles - and I help aspiring entrepreneurs understand e-commerce and online marketing so they can grow their own freedom business.

And I'm here in my home office and I've got a quick question for you today. Have you ever heard of the phrase, "assumed constraints?" It's a phrase that I first heard of when I read this book, "The Ad Week Copywriting Handbook," by Joe Sugarman. It's a classic. If you need to write advertising, you've gotta get this book. But he uses this phrase, assumed constraints, and how to deal with people who have them.

You're probably familiar with the concept. It's the idea that, in what we do day-to-day, we assume that there are constraints that maybe there aren't. The classic example is the baby elephant who is grown with a chain around its leg and tied to a post. And then what happens, it grows up and they remove the chain but it assumes that the constraint is still there. And it lives its life under that assumption.

So that idea is sort of interesting. And the reason I'm thinking about that this week is because we're about to hit a massive milestone in our business. We're about to hit \$1 million in online sales. It'll happen this next week or the week after. And so it's sort of this count down, sort of exciting. But it's gotten me thinking about the journey of seven years of online selling and what it took to get here.

But the real journey started in 1998 and we first heard about somebody making a full time living online in 1998. And we heard the details of how he did it. It's a fascinating little story. I write about it in our Craft Business Power book. But it was 10 full years after having heard that story that we started Liberty Jane Clothing.

And so I always wonder to myself, "Why did I wait that full ten years before starting this business?" And so the realization came to me that I had this set of assumed requirements. It's a little bit similar to Joe Sugarman's idea but it's my own spin on it I guess you could say.

## **Understanding Assumed Requirements**

So I wanna talk to you today about this list of assumed requirements I had. You see, in that ten year period, when I was mesmerized by that guy's story and wanted to copy it, I was under the impression that there was a set of requirements that I needed to jump through to be

able to do that kind of work. So these assumed requirements totally messed me up for 10 years.

And I'm thinking, maybe, you've got a few of these in your head as it relates to starting or growing your own online business. So let me just mention these assumed requirements and see if we can debunk them a little bit together.

### **Assumed Requirement #1: I Need A Business Plan**

So the first assumed requirement was that I needed a business plan. And so I would write these business plans for different ideas. And the ideas weren't that good and the business plans weren't that good. And I always end up just quitting and giving up on the idea because I didn't feel like I had a good enough plan, right?

So a business plan is not a requirement for starting a successful online business. It's just not. And, frequently, it's a huge waste of time. So that was my first assumed requirement that, ultimately, proved to be untrue.

### **Assumed Requirement #2: I Need A Degree**

The second assumed requirement was I needed some kind of higher education, right? And the assumed requirement here for me was that I needed a business degree and then I got a bachelor's degree in business. So what happens after you get a bachelor's degree in business? You want a master's degree in business, right? And then what happens after you get a master's degree, you think you need a PhD.

That whole train of thinking is, in some ways, valuable. It's cool to get college degrees. I'm totally a supporter. I've got a son who's in college right now. I'm affirming that idea.

But I had assumed that I needed it done before I could start working on my online business. And, of course, all of the classic examples prove otherwise. Bill Gates and Mark Zuckerberg and so many people who started college and quit because, maybe, they're on the journey of realizing that it was not a requirement to complete before you could actually start a business that could really change your life.

So education's great. I teach online marketing at Northwest University. Of course, I love higher ed. But it was not a requirement and I thought

it was. And I wasted tons and tons of time, literally, a decade, under that assumption.

### **Assumed Requirement #3: I An Amazing Idea**

So the third assumed requirement I had was that I had to have an amazing idea to start a business. And I just kept repeating this mental process where I'd say, "Wow, this could be an amazing idea." And I'd think about it, talk about it, tell people about it and then I'd get tired of it. And I never did it. I never actually pulled the trigger and started on the business. So, as I kept disqualifying my ideas, I kept saying, "Well, it's sort of a good idea but I'm not sure it's good enough." My classic example of my own life of this is, one time when we were camping with my in-laws... Hi, Karen and Brian... I had the idea for inflatable camping furniture. Now, when I came up with this idea, it was legitimately a new idea. There was no such product. And I thought, "Man, that could be amazing." And, sure enough, about 18 months later, we started seeing in all of the circular, Sunday newspaper ads for the camping stores, inflatable furniture. And so, of course, I never did anything with the idea. It wasn't my thing to actually try to do but somebody else did it. But I kept thinking I have to have this amazing idea, right, before I can start something. And it just wasn't true.

### **Assumed Requirement #4: Technology Know-How**

So the fourth thing that I thought I needed before I could start our Freedom Business was in-depth information about technology or sort of insider's secrets about how to do text stuff. I kept thinking I needed to learn how stuff is done at a certain level, right? And I kept saying I don't know enough to start. I don't know enough to start.

But again, like the other assumed requirements, that one was false. I didn't need to know all these crazy insider text secret stuff about how to start online.

### **Break-Free From The Assumed Requirements**

So the moment of breakthrough came for me actually when I got my hands on this old book, and man, I've talked about this so often that I'm sort of embarrassed about repeating it over and over, but this book "Growing a Business" by Paul Hawken literally got me out of that decade long funk of these assumed requirements, and the book is amazing. You can get it used for like a \$1.50 on amazon, but it's a

business classic. It'll change your life if you're stuck in sort of this loop of assumed requirements.

So specifically what changed is I realized that I'm not a detail-oriented person, not detailed enough to create a product that would be meaningful. I'm a storyteller, I'm an idea guy, I'm a writer but not a detail-oriented guy.

So I had to realize that and let go of creating a product of my own and of course, what I found was as I just looked around, my wife could make doll clothes at this insane level of detail, world class! Legitimately world class.

So all I had to do is look and she was doing something that was absolutely fantastic. So I had to let go of my idea of me creating something and just become the marketer and storyteller for her original work.

The other thing that I had to realize was I could jump in where I was with my level of understanding and just start acting and behaving in the right ways towards our goal of online sales. And so for us, it was eBay and we just simply started doing options and we're getting ready actually to launch a whole new series of options. So seven years later, it's fun for us to still be in the auction business in that space.

We just learned how to do auctions. We learned that one skill as good as we could and then went from there.

So how does all of this apply to you? Well, you'll have to decide whether you have a set up assumed requirements in your head that are holding you back from starting an online business, and if you do, I would suggest you just write those down and begin to challenge those assumptions and challenge those assumed requirements and say, "Is it really true that I have to do this or the other thing?" And begin to just plow through. Ultimately, the real issue is - are you taking action today towards the goals that you wanna achieve?

We wanted a business that would liberate us and allow us to be financially free, free from me having to drive to and from a job all the time and ultimately a business that we could use to give back in a meaningful way to other people. So that was our goal and all we needed to really do to begin was take the first step towards it in a simple of way as we could understand.

## **Conclusion**

So I'd encourage you today to think through your assumed requirements as it relates to going after your goals and start to dispel them. And I think if you'll do that, it'll help you on your journey and thank you so much for taking the time to watch this video. If you're watching this anywhere else besides [makesellgrow.com](https://makesellgrow.com), go there, we've got goodies and freebies for you and lots of other content and hopefully, this has been helpful for you today. Thank you so much. We'll see you.