

MILLION-DOLLAR BUSINESS STRATEGIES  
FROM 32 SUCCESSFUL  
PHILADELPHIA-AREA ENTREPRENEURS

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# DREAM, INC.



FOREWARD BY  
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## Chapter

# 2

### IF ALL WE HAD TO DO WERE DREAM, IT WOULD ALL BE SO EASY!

By Julie Taylor

*“Twenty years from now you will be more disappointed by the things that you didn’t do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.”*

Mark Twain

My dreaming began at 1 Lafayette Square in downtown Buffalo, New York – at the Buffalo public library’s central branch. Somewhere between the age of 10 and 13, sitting in that library is where I first realized that anything was possible. The library was the one place in my life where I could dream, create, and imagine. It was at this place where I first became aware of - and embraced - my entrepreneurial spirit. I earned, saved, and went without lunch in order to have the

correct change for the bus. Even at that early age in my life, I knew that simply dreaming was not enough to take me where I wanted to go. I understood it was my responsibility to take action and produce the results I wanted for my life.

Fast-forward my life seventeen years. It is now the fall of 2000 and I am knee-deep in presenting a budget. This is the time of the year where, as a corporate marketing and public relations professional, I was tasked with presenting budgets comprised of new, innovative marketing concepts, grassroots proactive public relations strategies, public relations crisis management techniques, and most importantly - forecasted results. My end goal was to justify each penny (including my salary and bonus) to be spent in the upcoming year.

This was in Seattle, Washington where I was attending a business meeting. In a posh room, overlooking the beautiful shores of Lake Washington, I sat surrounded by marketing professionals that were supposedly “hand picked” to be on this team, and I found myself wondering.

- Why these people were earning the same amount of money as me but only doing half the work. They didn’t produce results like me!
- Why I spent my time working at least 80 hours a week only to hear my manager tell the top brass what creative

ideas the “marketing department” was generating and tout how the latest campaign produced more results than any other. It wasn’t the “marketing department” producing. It was me! 90% of those ideas were mine and I wasn’t being compensated or acknowledged for them!

It was at that moment I made the decision that enough was enough. I recalled those valuable lessons I learned at a young age in Buffalo - I was responsible for producing results in my life, not a manager or a department head. If I was not where I wanted to be, it was up to me to make different choices. It was at this Seattle meeting where I realized it was time for me to start my own business.

Eight years later, I am thrilled to say that my marketing and public relations consulting business is thriving. From time to time I still offer consulting services to a select group of prospects and clients. Over the years I revised my business model and I am a proud graduate of Coach U. I now work closely with executives and entrepreneurs as their business coach. Additionally, I also develop and conduct customized seminars for private groups and corporations. My geographical reach will soon surpass the United States as I begin work with entrepreneurs and conduct seminars internationally.

You may be wondering how I built my business. Before even considering prospecting for clients, I focused on one of my core strengths, strategic planning. I spent months researching service

offerings, determining price points, designing contracts, conducting competitive analysis, and developing my key messages. Because in my corporate life I had worked with successful entrepreneurs, politicians, and famous sports personalities, I was able to tap into this high profile network. I asked these leaders what they would have done differently, if they could. The wisdom and guidance I received from them had an immediate impact on my new business.

Today, being a business coach is incredibly fulfilling for me. I have the opportunity to be a trusted advisor to successful business owners and executives. It is my job to provide a safe environment to get them to take consistent action to build momentum. I challenge my clients to move forward and take risks in order to get the results they want. I offer them knowledge and truly have their best interest at heart.

Coaching was the missing piece I have finally found. In retrospect, coaching had always been the key difference in how I worked with clients in the areas of marketing and public relations. Many of the original network of high profile people are now my clients. I coach them through what is next in their career, political campaign, or business. I coach them to listen, trust their instincts, and make decisions that will take their career or business to new levels they never thought were possible.

Not all of my marketing, public relations, or coaching clients have names or brands that you would recognize. Instead, some of my

clients are corporate overachievers with one foot in the corporate world and one foot in entrepreneur land. *Does this sound like you?* I work with “wantrepreneurs” to help them develop their strategic business plans, and ultimately guide them to take action that will produce results and get their businesses up and running in the most efficient way possible. I often remind these “wantrepreneurs” that creating and maintaining a successful business takes a lot more energy than just dreaming! Being an entrepreneur is a lot of hard work!

I must admit that during the eight years I have been in business, I have experienced a few dark times. One of my biggest challenges was when a key client (representing 80 percent of my income) downsized to save their company. My contract was part of the downsizing. I was given no warning, and they didn’t have the money to buy-out my contract. I was simply left to deal with it. When you are faced with that type of financial loss, it makes you take stock of what’s important in your life. It is also during these tough times that your inner voice can become your best friend, reminding you of why you became a business owner or it can become your worst enemy, telling you to get a “real job” – that being self employed is too hard.

Being an entrepreneur is either your dream and you do whatever it takes to hold on to it or you let it float away. The choice is yours. For me, the choice was easy. I reminded myself that anything is possible as long as I believed in myself. I was not giving up on my

business. I am completely attached to it, and quite frankly, I am too stubborn to let something like a client's choice to "downsize" beat me. So I buckled down and focused on stabilizing my business - essentially rebuilding my business all over again. I got back to basics and fell in love with my business all over again.

The success I have achieved allows me to choose what clients I want to work with, and professionally, who I spend time with. I live in a beautiful home in suburban Philadelphia. Several times each year, my husband and I travel extensively throughout the world. I enjoy the freedom to do what I want, when I want - and most importantly where I want! This freedom is precious to me and I would not trade it for anything.

I can wholeheartedly tell you that I am proud of myself for taking an enormous risk and believing in myself to fulfill my entrepreneurial spirit. That said, I never lose sight of what new endeavors lie ahead. Each day, I take massive action towards achieving my goals - and along the way always make time to dream, create, and imagine.

#### **Nugget of Wisdom**

Seek out and learn from others. Hire a business coach, join a mastermind group or group coaching program. These professionals will provide you with an objective opinion and new perspective of yourself and your business.

**Julie Taylor, Author**

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*Julie Taylor is President and Founder of JAD Coaching & Consulting LLC. Julie works with entrepreneurs and executives who are serious about taking their businesses or careers to a new level. Ms. Taylor conducts results focused private and group coaching sessions. Additionally, she facilitates customized seminars for public and privately held corporations utilizing content from [www.contentforpresentations.com](http://www.contentforpresentations.com) . Julie also continues to work with clients developing and refining strategic plans. Visit [www.jadcc.com](http://www.jadcc.com) for details.*

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**“STUDY THEIR STORIES, CHERISH THEIR WISDOM,  
AND BENEFIT FROM THEIR EXPERTISE.”**

*Today’s business world is as volatile as the changing winds, but one thing is for certain-- professional drive, will to succeed, and passion for life are an absolute must for today’s entrepreneur. I truly believe in my heart that success does not come to you, you must go to it. The path is well-traveled, but we must take the appropriate steps that will take us where we need—and want—to be.*

*Dream, Inc. is a collection of inspiring stories which outlines the multiple journeys that have taken passionate business people to the pinnacle of their respective industries and careers. Study their stories, cherish their wisdom, and benefit from their expertise. Each is brimming with the various trials of proven experience that can guide you on your own pathway. Apply relevant concepts to your life, and prepare your mind for what lies ahead. It’s almost like a sneak peek into the vast realm of possibilities. Just think, this book could hold the keys to your treasure chest of future success.*

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