



September 4, 2008

4i Systems Inc. Update for September 2008

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Dear Reader

It is hard to believe that it has been almost a full year ago that I registered my company name and started 4i Systems part time. My business is now my full time concern and I am having the time of my life!

In this month's article, I share what I feel is the most effective way of coming up with a great business idea that will make money. You may be suprised by how easy it is to do, and why so few people actually do it. Have fun!

September Updates

Resource needs: We are looking for skilled people to work on a contract basis to perform bookkeeping, data entry or other administrative work. If interested, please send an e-mail to the address below.

4i Client Profiles

Panzeroli Food Ltd.

If you like pizza, you'll love Panzeroli™! Panzeroli™ is a mini panzerotti that tastes good, cooks fast and is reasonably priced. The success of the product lies in the method that it is prepared, the speed at which it is cooked, and the large quantity that can be sold in a short amount of time. Today we are well known at area festivals and fall fairs. Our product has been enthusiastically accepted and we are pleased to say that after years of being in business, sales of Panzeroli™ has grown beyond the small family business model. The company has the goal to expand production and exposure to keep up with demand and achieve the product's large-scale market potential.

louieflo.maifrini@panzeroli.com
www.panzeroli.com

Above & Beyond Health Care Inc.

Above & Beyond Health Care provides recreational therapy for seniors. Their caring, professional staff can visit clients at home or at a long term care facility. Above & Beyond can also provide caregiver relief. They offer a variety of one-on-one activities to exercise both physical and cognitive abilities. Recreational services are geared towards seniors who do not require comprehensive nursing care. From bowling to arts and crafts and cooking to music therapy, Above & Beyond strives to offer something for everyone.

Above and Beyond recognizes the need for more stimulation in the lives of seniors. Especially those suffering from alzheimers, depression or loneliness. The same worker is assigned for each visit. Relationships are formed, and friendships are made.

jeanniebrooks@mountaincable.net

The owners of the companies listed above have given their permission to be included in this newsletter. This does not constitute an official endorsement by 4i Systems Inc. Opinions expressed by these organizations do not necessarily reflect those of 4i Systems Inc.

Great Business Ideas

In this article, I will describe a simple approach to coming up with new business ideas that will make money. Here is how you do this:

Start by NOT thinking about coming up with a business idea to make money! This is the reason why the majority of the population never develops a good idea that will make a lot of money. They think of needing to make money first and THEN try to fit in some idea. They either come up with something that has already been done to death, or they devise some unethical scam.

Here is the new mindset: Pretend that you have no need for making money. I know it's tough, but give it a try. If you could do anything you wanted and know that everything was paid for automatically, how would you think? How would you feel?

Now, find a problem that has meaning to you right now. It must be something you are passionate about deep down inside. Then think about how you see the world with this problem solved. Take your time. This is your vision. Once you got it, write it down.

Next, think about what COULD be done to help solve that problem. Again, do not be concerned with whether or not this will make money. At this point, just identify a problem and a possible solution.

Here is a simple trick: Think of a time when you said "If only *they* would come up with something that can..." Or, "why don't *they* make a X so that..." Write this down or say it aloud to yourself. Now, replace the word "they" with "I" or "we". I should create a way to do this. WE should make a X that would do this. Finally, replace "should" with "will". I WILL develop a method of X that will... We WILL come up with a way to...

Once you have this, the rest is just figuring out the details and logistics. The important thing is that you have identified a need for something. A need will turn into something of value if there is a solution for addressing that need. You also created an action statement that will commit YOU to delivering that solution to the people who need it. If *they* came up with X product, *they* will get rich - not you. So put YOU into the equation!

Brainstorming, either alone or with a group, will bring in all sorts of ways to deliver a solution to a particular need that you have identified. Once the ideas start flowing and other people get involved then, guess what? You have the beginnings of a great money-making business!

But the way to make the ideas into a money generating idea is to devise a sound business plan. The plan may go through many changes. If your vision is strong enough the underlying value will ensure that when your idea is ultimately delivered to the world, you will be financially rewarded.

The point I really wanted to get across in this article is to place the need to make money right at the end of coming up with a business idea. Create a vision - how you can serve humanity first. Chances are that there is a real need for your contribution that will ultimately lead to large amounts of wealth. Try it - it really works!

David Maifrini, CMA

About 4i Systems Inc.

4i Systems Inc. provides accounting, information systems and administrative management for small businesses. Our vision is to give small businesses access to the best management systems and professional staff for a fraction of the cost. We are a team of fully qualified and versatile professionals that will keep small businesses operating smoothly, allowing the owners and managers to concentrate on their areas of expertise. For business owners, it is like having a corporate head office for about the cost of a single entry-level employee.

To learn more about 4i Systems Inc. and the services we can offer to your business, please visit our web site or contact me directly through e-mail.

Sincerely,

David Maifrini, CMA
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4i Systems Inc.

"Creating Big Possibilities for Small Businesses"

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