

A Paperboy's Fable

The 11 Principles of Success

The First Principle of Success: *Recognizing Opportunity*

The Second Principle of Success: *Investing in Success*

The Third Principle of Success: *Harnessing Ingenuity*

The Fourth Principle of Success: *Overcoming Objections*

The Fifth Principle of Success: *Adding Value, Reducing Costs*

The Sixth Principle of Success: *Creating Raving Fans*

The Seventh Principle of Success: *Crushing It with Consistency*

The Eighth Principle of Success: *Sealing for Growth*

The Ninth Principle of Success: *The Power of Diversification*

The Tenth Principle of Success: *Delegating Authority*

The Eleventh Principle of Success: *Branding for the Future*