

GET OFF YOUR ARSE TOO

BRAD BURTON

VOTED BEST BUSINESS BOOK 2011*

* BY MY 'SUPPORTIVE' WIFE

GET OFF YOUR ARSE TOO

**This book will change your life for the better.
TODAY.**

Brad Burton is back, sharing his unique and raw look at life/business and how everything happens for a reason, even the shitty stuff.

BRAD BURTON

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Dedicated to

The People's Pash. Sarah.

Wifey's Dad. Ray of Sunshine.

A handwritten signature in black ink. The signature consists of the letters 'KRA' in a stylized, cursive font. Below the signature is a long, horizontal, slightly wavy line that extends across the width of the signature.

Get Off Your Arse and do something. Anything. TODAY.

GOYA is not just the title of my first book, it's a rousing call to action. As a result, since GOYA was first published in 2009, the response has been incredible:

- Over 100 5★ reviews on Amazon: GOYA averages 4.9 out of 5!
- Brad Burton touring the country and delivering the GOYA message to packed audiences at networking events, exhibitions and seminars.
- Brad's profile rising steadily in the media, with appearances on the BBC's *Working Lunch* and Radio 2, in national newspapers and in the business press.

Read reviews on Amazon and on the GOYA site (+ add your own!)
Here's a small selection:

It is truly THE most inspirational read I have EVER read and as a coach I have read lots of material.

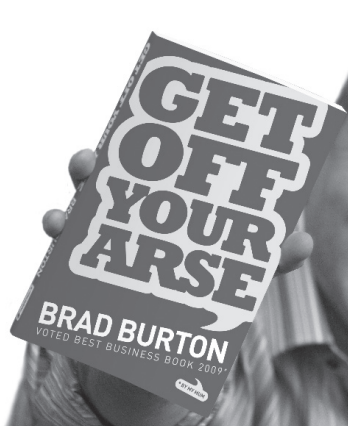
Scott Dwyer, Motivations Business Coaching Services

There were parts of the book that made me laugh out loud, others that made me shout "that's so true" and others that brought a lump to my throat. This was definitely the best book I read in the whole of 2009.

Danielle Fagot, Richmond House

"Aggressively waiting for the phone to ring": that phrase will haunt me for the rest of my business life – it made me feel like a school kid who had been caught smoking or something, gave me the kick up the ass I deserved. In case I haven't mentioned it Brad – THANKS!

Rob Wilkinson, Call Centre Connect



**GOYA Audio Book
(read by Brad!) and
GOYA Kindle/iBooks**

All available now from
www.getoffyourarse.biz

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Foreword

We are in a time when banks are still paying bonuses despite not having repaid the taxpayer untold billions, when central banks are resorting to just printing money, and when the state is slashing spending without developing true efficiencies. We are entering a period of significant turbulence, with no shortage of doom-mongers predicting the collapse of western currencies, pensions crises and demographic time-bombs.

If you pay heed to the doom-merchants (or negheads as Brad calls them) you will rob yourself of your own power by focussing on covering your arse rather than getting off it. This is where this book comes in, for it shows you with understanding and compassion how powerful getting off your arse can be...

Brad has come from the backstreets of Salford, with limited formal education, some significant challenges on the way, long periods of unemployment and therefore in a perfect place to play the blame game. But is that what he did? Far from it: he tried to play the 'right' game of climbing up the corporate ladder and realised, despite his award winning success, that the dice were stacked against him. So he decided to take control of the dice and roll his own. A long and painful journey of education and insight followed, which he now shares in this illuminating book, for he not only shows you the way but also provides a set of tools and support, available from his own network, 4Networking.

Brad and I met by chance in late 2005 as exhibitors at a 'business' (more like craft) fair in Bridgwater town hall in sleepy Somerset. Although polar opposites in many ways, we hit it off, creating more as a team than we did individually, and as a result 4Networking was born a few short months later. In many ways *GOYA Too* should be the first book in the series as it shows the 'why' and the 'way' of *GOYA*. Like sliding gently

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into a hot bath, this books sets you up perfectly to read or re-visit the first *GOYA* for the full on, no-holds-barred of the ‘what’ and the ‘how’ to do it.

So take heed of the advice given in the initial *GOYA*: turn off the *Today Programme* on Radio 4 and reduce your intake of the naysaying news media in general. We as normal people have the opportunity and freedom to try and shape our own lives and destinies now perhaps more than ever before. Before you start this book, take a few moments to quieten your mind and reflect on what is important for you and why... and then begin. This is the start of something special...



Tim Johnson

Director of Strategy

4Networking Ltd

www.StartAllOverAgain.co.uk

CHAPTER 1

Dreading Monday?
You're in the wrong job!

I'm back.

You just don't know when you start something, whether it's going to work or not. My first book, *Get Off Your Arse (GOYA)* proved there's real value in being honest, being true.

It was a book that was penned with that in mind. It was written for those that would 'get it', not for those that wouldn't. Some hated it; most loved it.

At the time of publication of this book, *GOYA* has sold nearly 10,000 copies – which is just amazing for a first book. Apparently the average sales for a first book are somewhere around 300 copies.

We considered getting a publisher, but in keeping with the *GOYA* principles I thought, "We don't need a publisher; after all they would try imposing their values on us". The predictable "We'll need this taking out" and "You can't print that section" and so on.

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We even had people in the book trade saying the title was too offensive for a biz book. If we'd listened to the "experts" you'd be reading *Get Off Your Backside Too*.

Snappy, eh?

So I ignored them.

Sometimes in life you'll need to maintain your course, even when others are telling you you're making a mistake.

I mean, how difficult can it be to 'publish' a book, when publishing is just writing, editing, design, printing, marketing and distribution? I've done all those things in my past.

So we kicked off our own publishing company, 4Publishing, and did just that.

I'll be honest – it proved to be a damn sight easier with a national business network of experts right at our fingertips.

OK, let's get going.

Honest is what I'd like you to be right now.

What's good in your life?

What's bad in your life?

How happy are you with your lot? Your life? Your relationships? Your job? Your business?

Think again. I want you to be really honest.

That's what *GOYA2* is about. Looking at life, relationships, business, sales and motivation... without the polish on.

There are new takes on some of the old themes, but we'll be looking at them from different perspectives. Fundamentally, the business lessons within this book work in day-to-day life and

day-to-day life lessons cross over into business.

Over the course of the next fourteen chapters we're going to work together to bin the shitty stuff in your life, as it serves no purpose, and aim to replace it with good stuff that does work for you.

Net result? A happier, more successful you.

Less shit, more hit.

I've found my feet since writing my first book. Now I'm even more confident, bolder than before, so expect pretty radical stuff. You can also expect some explosive revelations about my life, which will help you with yours! For instance, I'll reveal the circumstances that resulted in gunshots being fired through the windows of my Manchester home.

More about the darkest days of my life in the next chapter...

So we're gonna revisit some old friends along with some new ones. I'll be talking with people who have experienced adversity, people who have used their fear as fuel, not as an excuse to roll over or hide, but to change direction, and who, like me, have used fear as the catalyst for a new beginning.

Denise McCallum, www.detectivedenise.co.uk, said

“I sat in one of your seminars where you said ‘If you don’t look forward to Monday mornings you’re in the wrong job’, so I went home and changed my job; in fact it might have taken me 18 months but now I’ve changed my whole life, thank you.”

We'll be also hearing from others who, as a result of reading GOYA, have moved their lives and businesses on, including winning new business by using some of my wacky business tips that are specifically designed to win attention. You'll just love the tip that gave an accountant who read something on my blog, FOUR – yes,

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that's one, two, three, four – new paying clients in a single month.

The tip will also work for you. So read on.

Powerful powerful stuff.

So strap yourself in right now and rather than our last time out, where we danced around the handbag for the first few chapters, this time out, straightaway I'll invite you back to mine for coffee.

So are you coming?

I met up with an old friend recently who told me how he was talking about dreading going to work on the Monday and was planning on throwing a 'sickie'. The weekend is notorious for hatching the first symptoms of what I call 'Monday flu'.

My friend has spent years in sales for his current company and as per the usual employee road map, has recently found himself increasingly pissed off with his role. So he did what any person would do in the same boat – spent his evenings trawling the jobs papers and his 'work days' trawling the job sites searching for the perfect job. He searched for months and months, and after months and months... no interviews.

Nope! No perfect role jumping off the job pages and tapping him on the shoulder, just frustration biting him on the arse.

So if you, like my friend, find yourself sitting there most days F5ing about, that is, pressing the F5 'refresh' key hoping for new leads, a new job or for something to come along to get you off your arse, then I've got news for you: nothing is going to happen. Nothing is going to change.

It's all down to you.

You need to change the somethings that you don't like about your current situation into somethings you do! And the archetypal dream of the "big country house and loads of money in the bank" success that currently eludes you may not actually be the success you might think.

Success is doing something you truly love and enjoy, and getting paid for it.

That's the secret of real success.

Belinda McCarthy, www.belindamccarthy.co.uk, shared her experiences with me...

“ I was an accountant – a pretty high ranking one at that, running a £50 million p.a. turnover business and holding the role of Financial Director.

Every day I'd go into the office, do my job, be proud of what I achieved. I did a damn good job. But I was constantly afraid that someone would suddenly point at me and say, 'You? You don't fit in here. You're just pretending.' I was afraid of being 'found out' for holding a post which actually didn't fit me, my personality and my aspirations at all.

I'd go home and cry, out of frustration, feeling that I was trapped in a role that paid me too much to leave, dreading a lifetime of Mondays doing a job which I was good at but felt no affinity with. Yet, one day, the scales metaphorically fell from my eyes. I realised that I could walk away any time I liked. I'd trapped myself, rather than the role trapping me. And once that mind-shift had happened, the world went from being scary on the 'outside' to the most exciting place possible. The lack of security, the new start – these were now not reasons to stay, but reasons to go. ”

There is nothing worse than working for years only to realise that your ladder to success is leaning against the wrong wall.

See, my work/life is so much fun because I've created that

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work/life. No one was ever going to give me that ‘perfect job’: the one that involved swanning around the UK speaking at seminars and networking week after week, lunching with amazing people, falling over drunk on expenses with equally amazing people...

You know what, I’m a modern day Fonzie. You know that? But even so, I’ve still only got the second best job in the world. *Happy Days* indeed!

At the time of writing there wasn’t a job title where you got paid for dicking about on Facebook, pretending to work. Well, not until ‘Social Media Experts’ invented themselves.

Are you a pirate?

Have you ever worn an eye patch?

Shouted “Pieces of eight?”

Does a parrot sit on your shoulder?

FACEBOOK PIRATE TEST RESULT

Congratulations! You’re 63% a pirate! Woohoo – £13 quid!

Do you know that people get paid for Facebooking? I think their job title is ‘disillusioned staffer’.

Going back to my current fun work/life, it has taken 5 years to create. That is, a life without the pressure of worrying about finances.

It wasn’t always like that; I can vividly remember the days when nothing good came in the post. As in nothing, apart from official-looking letters with dark red mast heads and BIG CAPITAL LETTERS which told me I had seven days to pay £balance.

If that’s where you are right now, paying the minimum payments to these guys, you may want to read the next bit with interest.

We need to have a two-pronged attack. We need to get your outgoing finances under control and your income increased.

Relieving financial pressure allows you to work smarter

and gain better clarity and focus.

I recall the fear when the 01244 (Chester-based 'debt collection' call centre, I'd later learn) number would appear on caller ID, leaving a firm and threatening voicemail message about my debt.

I'd call them up to explain I was struggling to pay. "Mr Burton, there is nothing we can do. Pay up or you'll go to court and you'll lose everything."

So the pressure built and, like so many people who have spent beyond their means, debt sneaked up on me... until I reached the moment when I recognised that the game was up.

Payday – SKINT – Payday – SKINT – Payday – SKINT

Stef Thomas, www.noredbraces.co.uk, says,

“ Being employed is like being self-employed; the difference is you have one client. If suddenly that client decides they no longer need your services you're in trouble. ”

My wife used to say that it's best being employed: "You know where you stand".

Erm! No you don't. If your boss decides he or she doesn't like you any more, it's over.

Going back to my mate...in his head the ideal solution for him was that he got made redundant and got a payoff. The employer's best outcome was that they got him on a dismissal or that he pissed off to another job so they wouldn't have to pay out redundancy.

As rot sets in on both sides, the game of 'Human Resource Cat n' Employee Mouse' begins...

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“If you are that great a sales person, why not start your own business?” I suggested to him.

He told me that the company had blah blah blah and it was nothing to do with him. “Mismanagement means that loads of people are likely to be up for redundancy”, he’d “see what happens when [if] that happens” and “I’ll then see how much I get before making that call”.

So you’re telling me that you’re a sales person responsible for massive sales? CORRECT.

So I hit him again, “Well, why not do it yourself if you’re that good? Set up your own business and sell X”.

“Erm well, I...” {insert waffle here}

Yeah. Yeah. Yeah.

Look, if you’re really not cut out for self-employment, don’t kid yourself, admit it now...

Employment’s OK, but it’s not for me any more since, like most that have experienced self-employment, I’m most likely unemployable. So, if staffing is a path you choose, it’s best you do it properly and accept that someone is paying your wages plus NI plus pension plus expenses etc so that you do your job and do it well.

On the other side of the fence, as an employer, you’ll often find your staff whingeing about you not paying and doing enough – they often don’t realise that you have wider challenges.

Equally, it’s not easy being an employee, but that is your choice, as is starting a business off.

You see, twice I was offered the opportunity to start my own business. Twice!

Both times I turned it down: stuff like VAT, accounts, P&L and end of year scared me to death. I just didn’t understand it. The truth is, I still don’t really... but I’ve got people around me that I trust and that do know about things financial.

To read the whole book
you can **buy a copy here.**

From the author of "Get Off Your Arse"

OVER 100 AMAZON
REVIEWS: AVG. SCORE

4.9/5.0!

"When I first met Brad I thought he was a builder but after reading his book he is more like a northern Anthony Robbins!"

Theo Paphitis (*Dragons' Den* star)

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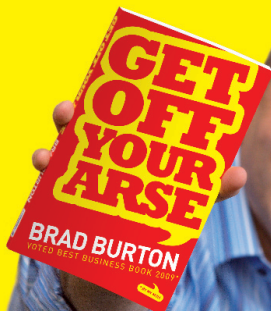
Brad Burton is back, sharing his unique and raw look at life/business and how everything happens for a reason, even the shitty stuff. You only realise how significant your decisions are when they are in your rear view mirror.

GOYA Too is a self-help/biz book for people who **DON'T** like self-help/biz books! It's a whole lot of honesty about some of the strokes you need to pull to get through those first few years of business... and then what the hell to do when you get there.

Think about the **best** and **worst day** of YOUR life – they are still impacting on you, shaping who you are and the path you are currently walking.

The book you are holding right now can shape the next part of your journey. Are you ready to **change your life and your fortunes** for the better by taking this home and GOYA? Or will you put it down, walk away and SOYA, complaining about the injustices of the world?

Like everything in life... the decision is yours.



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