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## The Way You Do Anything is the Way You Do Everything: The Why of Why Your Business Isn't Making More Money

*Suzanne Evans*

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**Suzanne Evans : The Way You Do Anything is the Way You Do Everything: The Why of Why Your Business Isn't Making More Money** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Way You Do Anything is the Way You Do Everything: The Why of Why Your Business Isn't Making More Money:

10 of 10 people found the following review helpful. Very disappointing. And her message is depressing.By

Experienced seminar leader At one point in this book, the author gratuitously tosses in the fact that she has ADD, and maybe that explains how disappointing this book was. I bought it because of the idea in the title, which I think is a profound concept. However, after starting off with an anecdote on that idea in the introduction, absolutely nothing in the actual chapters amplifies on it. Worse, an anecdote she tells later in the book completely contradicts what I thought was the idea of "The Way You Do Anything is the Way You Do Everything." Here's what she writes: [Her father broke his arm and they went to the emergency room.] "The people who worked at the hospital were so efficient and so kind. They constantly checked in on us, and went out of their way to answer questions, explain, and make us feel understood... The funny part was we are pretty sure they didn't know what they were doing. They didn't cast my father's arm well; two doctors had slightly different stories but then seemed to get on the same page. I actually had to help the intern put the cast on because he seemed a little confused. But we didn't care. We felt so taken care of that we were just thankful." What this story conveys is that the people touches override knowing what you are doing and delivering professional expertise. And that is exactly the spirit in which she wrote the book: It doesn't matter whether or not the reader gets what the title promises, or learns something valuable and unique, as long as the stories in the book are entertaining (which they are). How ironic, and how sad. If like me, you were looking for insights from a master coach into human nature and how people can change, you should read Marshall Goldman's books. Forget this one! It's extremely superficial and offers nothing more than entertainment. 9 of 9 people found the following review helpful. Blessed by the brilliance By Susan Gregory Rarely do you find an individual who can lead you step-by-step into an experience that will change your life in massive measures. And especially in this day when anybody can call themselves an expert, an author, a business strategist, or whatever title will "sell." But I can say for sure that what Suzanne Evans teaches in this book is top shelf, stellar and brilliant if you want to start or up-level your business. The book includes the author's own story about her quick rise to success (quick meaning just a few years) and the principles she used and learned to get there! Plus, each chapter includes practical and actionable steps that readers can do. The "doing" is one of the essential elements in what Suzanne teaches in "The Way You Do Anything is the Way You Do Everything." We all can sit around learning, whining and blaming . . . but if we want success, we have to take action. And thankfully, this book gives proven advice for the right actions to take. Not only will this book's strategies benefit your business, but also your life. I've learned that operating a small business is the best "therapy" you can have. So often, you have to push yourself beyond what you ever thought you could do. Face challenges you never expected. Make internal shifts you never would have experienced otherwise . . . and so much more. And that's why I think this book is so aptly titled, because a small business truly is a reflection of the owner. Great read. Great insights. Awesome business tool for anyone who wants to be more successful. 3 of 3 people found the following review helpful. A helpful guide to DO IT RIGHT! By Mary V Seneker Suzanne Evans has just the background to be writing about how to run a successful business. She left a secretarial position to become one of the Inc 500 List of Fastest Growing Companies. In her first chapter, Suzanne explains EBM (emotional business management) and defines enthusiasm by explaining that negativity is the enemy of enthusiasm. Then she proceeds to explain both negativity and true enthusiasm. She also talks about the 90/10 principle: We need to ask ourselves how much of what we have on our plate is really necessary? She includes worthwhile homework in each chapter; homework that will indeed lead to success in business. I don't have a business, but if I did, I would certainly use this guide to ensure my future success. A very worthwhile book with lots of visuals and tips. As a former teacher, I learned that just readin' don't get you anywhere, but with visuals to drive the point home, what you read can really stick!

Why your business isn't succeeding and what you can do about it While business consultants are having you scour over profit and loss statements, the real truth is businesses don't fail; people quit. The Way You Do Anything Is the Way You Do Everything offers a realistic, sarcastic, and fiercely honest look at how business owners fail to commit. Business success is all about mindset, and author Suzanne Evans helps you uncover your goals and blast away the obstacles that are standing in your way. She offers ways to make more money, more quickly and eliminate everything that doesn't work. Offers specific daily practices to make more money even when every odd is stacked against you Delivers the road map to abandon a job you hate and follow your professional dreams Author Suzanne Evans went from a secretary to seven figure success, and her story has helped her to mentor thousands to change their lives, businesses, and finances forever Take complete control over your life, build wealth faster, and create a business that not only makes money but also makes a difference.

From the Inside Flap According to conventional wisdom, the world is divided into "haves" and "have-nots," and which group you belong to is often attributed to the luck of the draw. Some people are fortunate enough to be able to climb the ladder of success, but most of us believe we don't have what it takes to earn six and seven figure salaries. We believe successful people are somehow different from us, so we settle for what we have. These beliefs are often based on personal experience. We have considered starting businesses of our own, we've done the research, and we've tried everything to make it work. Some of us have sacrificed our own time and money for these ventures, but we haven't succeeded. Eventually, we give up, coming to grips with the "fact" that we simply do not have the inborn ability to

make money. Suzanne Evans is here to tell us that conventional wisdom is wrong. In *The Way You Do Anything is the Way You Do Everything*, she explains that there is no luck involved in building wealth. The good news is that you do have the ability to achieve the kind of financial success you've been dreaming of. The bad news is that if you haven't succeeded yet, there is no one to blame but yourself. Everything that happens in our lives is a direct consequence of our own actions and attitudes. No one knows this better than Suzanne Evans, who, in under three years, went from being a secretary to running a seven-figure business of her own. In this book, Evans reveals the secret to her success: there is no secret. The simple determination to excel in everything you do is all it takes to build the business you want. It's harder than it sounds, because the first step is discovering how you've been sabotaging your own efforts by simply giving up. Suzanne Evans takes a no-nonsense approach to business building. If you're looking for empty encouragement and false praise, you won't find it in *The Way You Do Anything is the Way You Do Everything*. What you will find are concrete activities and suggestions that you can use to become the director of your own destiny by mastering your craft and approaching every day in a way that will lead to the financial future you want. Evans includes activities at the end of each chapter, because she's serious about helping you get ahead and expects you to be serious about it too.

**From the Back Cover**  
**Praise for *The Way You Do Anything is the Way You Do Everything***

"In this book, Suzanne has a lot to teach you. You will hear her amazing story of how she went from a secretarial job that was neither personally or professionally fulfilling to being on the Inc. 500 List of Fastest Growing Companies in less than four years. She grabbed life by the throat and created opportunities so she could live the life she had always dreamed of. Have you ever wished you could do that? If that alone doesn't get your attention and make you want to learn from her, then nothing will." —Larry Winget, *The Pitbull of Personal Development*; and multiple New York Times Bestselling Author [LarryWinget.com](http://LarryWinget.com)

"I was in a lull. My lull had come from success, from a lack of new challenges, and my lull was boring me to tears. Enter Suzanne's book. She got my attention between the organic tomatoes and the bananas at Whole Foods. She locked me in when she told me to let go of the need to be right, to go to the yes, and to care less (read the book - you'll understand). She embarrassed me when she said don't quit, because I had quit. I just finished the book. Lull, pack your bags. I'm back." —Joe Calloway, performance coach and author of *Be the Best at What Matters Most* [JoeCalloway.com](http://JoeCalloway.com)

"Suzanne Evans is a force of nature. Literally. She's the rare breed of entrepreneur who isn't afraid to tell you the truth, feelings be damned. If you want to get real about why your business or your life isn't where you want it to be, then get off your butt right now and pick up *The Way You Do Anything Is The Way You Do Everything*. This book is guaranteed to push your buttons and piss you off, but if you pay attention to the message behind it you're also guaranteed to make something extraordinary happen." —Matthew Goldfarb, founder of Corporate Renegade [CorporateRenegade.com](http://CorporateRenegade.com)

**About the Author**  
Suzanne Evans is a trainer, speaker, and writer with a remarkable success story. She went from being a secretary to running her own seven-figure business, Suzanne Evans Coaching, LLC, in under three years. In 2012, her company was ranked by Inc. magazine as the 225th fastest-growing business in the U.S., and she delivers her transformative business-building message in public speaking engagements across the country. Her entertaining, brutally honest approach to coaching has helped hundreds of thousands of entrepreneurs take control of their lives and make the decision to make money. Suzanne lives in Myrtle Beach, South Carolina.