

## *Survival Show Podcast - Notes:*

# #103: Financial Survival: How to Start a Business & Why You Need To...

### [PODCAST DESCRIPTION]

▶ Inflation is Out of Control with NO END in Sight. Let's Talk About How to Starting a Side Hustle NOW or Growing Your Existing Business to Keep Your Head Above Water and Give You Financial Independence.

▶ Get the **SHOW NOTES** (with gear links) **HERE:** <https://ultimatesurvivaltips.com/blogs/the-survival-show>

▶ Back Ben's New Knife on Kickstarter **HERE:** <https://www.kickstarter.com/projects/benbanters/lander-edc-pocket-knife>

▶ Visit Ben's KNAFS Knife Website: <https://www.knafs.com/>

▶ Visit ULTIMATE SURVIVAL TIPS Website: <https://ultimatesurvivaltips.com/>

### ADDITIONAL Resources and Links:

▶ David's **NEW Tiny First Aid Guide** @ Amazon: <https://amzn.to/3vRf49z>

▶ David's **MSK-1 Knife:** <https://ultimatesurvivaltips.com/pages/msk-1-knife>

▶ **Harvest Right Freeze Dryer SPECIAL DEAL:** Use Link: [ultimatesurvivaltips.com/freeze](https://ultimatesurvivaltips.com/freeze) (For FREE Shipping, Upgraded Premium Pump and Starter Kit)

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### [SHOW START HERE]

Welcome to THE SURVIVAL SHOW Podcast - I'm David... the founder of Ultimate Survival Tips and your host for today's show...

Today we are going to change things up a bit...

Over the past year or so, some of our most popular podcasts have been on topics not directly related to what MOST of us traditionally think of / when we

think of survival or preparedness - but actually ARE CONNECTED and have a more universal appeal...

So today - and moving forward - from time to time - we are going to bring you guests and co-hosts to discuss important and timely topics like the one we are going to get into today on Financial Survival by building a business in an Inflation Economy - with my good friend Ben Petersen the founder of KNAFS (a new pocket knife brand) and presider over his second wildly successful Kickstarter Campaign (that is going on right now) for his NEW Lander pocket knife.

## **[OVERVIEW]**

So... today we are going to discuss:

- How to get a masters-level BUSINESS education on someone else's dime
- The vital importance of doing everything in your life with excellence and how this sets you up for success in all that you do.
- We'll discuss the difference between a hobby and a side hustle
- Why having a cadre of mentors and trusted friends is essential to your success as a human being, creator and entrepreneur
- How to REDUCE business start-up risk by developing some simple goals
- How and why Ben and I launched our gear brands on Kickstarter and how you can too...
- Then Ben will share how he turned a \$1,500 investment into what has now become his KNAFS knife brand (with over 25 products) by launching ONE very simple MVP - Minimum Viable Product.
- And before we're all done we'll take you through 5 key things to consider BEFORE you jump into starting a business.
- AND a LOT More...

## **[SPONSOR SPOT]**

But before we get into all of this great content with Ben... would you please help us out by:

ONE... subscribing to this podcast and giving us an honest 5 star review wherever you listen....

And TWO... go checkout the Mothership and Homebase for this Podcast and everything else that we do @ [UltimateSurvivalTips.com](https://UltimateSurvivalTips.com)

While you are there you can grab your free subscription to my weekly Survival E-Mag where you will get tips, tricks - periodic subscriber ONLY discounts on MY MSK-1 Knife and Tiny Survival Gear - AND chances to win free survival gear, guides, kits and MSK-1 knives.

THAT's it: Subscribe TO...and review this podcast AND go checkout [UltimateSurvivalTips.com](https://UltimateSurvivalTips.com)

Thank you for your encouragement and support of this podcast and all that we do from the YOuTube Channel to our MSK-1 Knife and Tiny Survival Gear brands — Thank you...

OKAY... Let's get into the show...

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**Listen to the Podcast:** [Click Here](#)

**Download FULL Show Notes PDF:** [Click Here](#)

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**Here's ALL the Emergency, Disaster / Survival Gear [We Recommend](#)**  
**[CLICK HERE](#)**

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**See Notes Below** for Links to Items Mentioned in this Podcast....

## **[DISCUSSION POINTS]**

### **Quick Backstories:**

- **Ben's Entrepreneurial Path**
- **David's Entrepreneurial Path**

### **HOW to GET an Education on Someone Else's Dime**

- Think like the owner at your current workplace.
- Do the easy and hard things that make your boss successful.
- Help accomplish the company's objectives.
- Be creative and think outside the box for the sake of your company in your current job.
- Find way to save the company money, make it more efficient or bring in new business.
- Take extreme ownership of your job and everything you do.
- Book: [Extreme Ownership By: Jocko Willinik](#)
- Write Down Ideas

### **MOVE Up or Out**

Ben looked at his business career in 2 year chunks.

Ben says within two years if he works hard and helps a company develop and grow you should either move up in the company with more responsibility and better compensation or look to move out and onto something else.

### **Find Your Growth Cadre**

Develop a Small Group of Trusted:

Mentors  
Friends  
Advisors

Ask for advice and listen to those in this group.

DON'T looks for "Yes" men or women. You need people in this group to help you with blind spots and tell you like they see it. This is a major KEY to mitigating risk and helping your ship point in the right general direction.

### **Ben's BED Principle**

Does your business idea excite you enough to get you out of bed at 5 am to work on it?

Does your business idea fulfill a "righteous" desire?

### **WHEN to Jump in Full Time...**

#### **CREATE Your RIGHT TIMING**

It helps to:

- Have some savings
- Have a budget
- Have some skill
- Have a good idea for a product or service
- Have desire to work hard
- Have some cash on hand

**All of these help to "Build a Runway" to get the plane off the ground while reducing risk.**

With a simple plan and some goals (and benchmarks) you can create the right timing for your side hustle and eventual full time business.

David's **SMART GOALS WORKSHEET** ([Click to DOWNLOAD](#))

## WHAT BUSINESS TO START?

### Questions to Ask:

- What am I good at?
- What do I enjoy doing or creating that others will trade money for?
- What crazy or creative ideas for a product or business can't I get out of my head.
- Look for ways to combine your skills, knowledge, experience and passion.

**Example:** Farmer who has an idea for a farm app and knows how to write code or know someone who can write code.

## 3 Degrees of Discomfort

Build out from the light of what you know into the dark of what you don't.  
Find people who know what you need to know and ask for help.

## Doubling Principle / and MVP (Minimal Viable Product)

Ben doubled \$1,500 in the stock market to \$3,000 and invested it into his first product launch.

Ben recommends that your first product be an MVP (Minimal Viable Product). This is a product that is simple and easy to produce that is unique, profitable and has a high perceived value.

**Ben's first product in the KNAFS Knife Poster:** <https://www.knafs.com/collections/knife-posters>

David's first Kickstarter and product was a Maximum Viable Product - the MSK-1 knife that was very complicated and took over 3 years to develop. (LINK)

David's learned his lesson and his second Kickstarter was the Tiny Survival Guide which was more of a Minimal Viable Product and is approaching 200,000 units sold and has over 4,500 4.5 Star Reviews on Amazon.

**NOTE:** A Unique Printed Products (UPP) is a good product to start with. Tee shirts posters, books etc.

## **KICKSTARTER Success Tips:**

**Note:** Kickstarter is a LOT of work. But here are some success tips to get you moving in the right direction.

### **PRE-LAUNCH**

- Make Sure You Have an EPIC Product
- You Need a Team
- You Need to Prepare Well
- Building a Following Helps
- Study Other Successful Campaigns and Emulate

### **DURING Campaign**

- Active Followers / Media / Launch Team
- Feature Your Campaign Viral Video
- Make A Compelling Campaign Page
- Have Rocking Rewards

- Engage with Updates

## **FINAL THOUGHTS / Action Steps**

### **HOW CAN PEOPLE FIND YOU: [LINKS]**

▶ Back Ben's New Knife on Kickstarter HERE: <https://www.kickstarter.com/projects/benbanters/lander-edc-pocket-knife>

▶ Visit Ben's KNAFS Knife Website: <https://www.knafs.com/>

### **THANK YOU Ben!!!**

Please come back again soon...

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### **[EXIT / OUTRO]**

Okay everyone... before we head out of here I'd like you to do 3 things to help us help others out learn what they need to do now - before disaster strikes...

FIRST - Please pay it forward... by sharing our FAMILY FRIENDLY content... with the ones you love... and on social media... Then Go give us a 5 Star Rating and Honest review wherever you listen to this podcast...

And SECOND... Go on OVER to our MOTHER SHIP -

[UltimateSurvivalTips.com](https://www.UltimateSurvivalTips.com) com and check it out... There's LOTS of free content like our Weekly Survival E-Mag Newsletter and you can jump into my Tiny Survival Masterclass and grab some of my exclusive gear like MSK-1 Knife, Tiny



Survival and First Aid Guides and you can build your own pocket survival kit with my DIY Build a Kit App.

And WHILE you are there... don't forget to click on the PODCAST Tab to get the Show Notes PDF (with links) to things we discussed today...

And Grab a Freeze Dryer to preserve you left overs and garden surplus for up to 25 years!

Use Link: [ultimatesurvivaltips.com/freeze](https://ultimatesurvivaltips.com/freeze) (For FREE Shipping, Upgraded Premium Pump and Starter Kit)

Okay... I think that's about it... Thanks for Joining us today! We'll see you next time on the Survival Show Podcast...

Until Then: - Keep It Simple, Be Positive and Stay Sharp.