

“Secrets” to Success as a Watchmaker on the Internet or Anywhere . . .

By John W. Safranek

The recipe for business success is a dynamic mixture of strategically exercising the following qualities on a perpetual basis:

- 1. Hard Work***
- 2. Honesty***
- 3. Continual Educational Diligence***
- 4. Compassion for both the Customer and the Industry***
- 5. Creative Vision***
- 6. Risk-oriented Decision-making Ability***
- 7. Tenacity of Pursuit***
- 8. Ruthless Exploitation of Opportunities***
- 9. Passion for Excellence***
- 10. Long-term Profitability***

Cultivating a reputation of genuine honesty and excellence is the best way to “exploit” the current climate that permeates watch repair in the US. And if more watchmakers followed this and the other principles, everyone would benefit.

Those of you who have read this message after being initially “tricked” into thinking you could “easily” copy BfW’s or Kinetic Repair’s “recipe for success” now know what you need to know to succeed. You no longer have any excuse.

Don’t copy what we do; rather you are encouraged to absorb the guiding wisdom that allows one to achieve genuine success at any difficult endeavor.