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The following are Bobby Kerr's ten commandments for business success:

1. Ignore begrudgers - turn off phone in radio shows and their ilk - negative energy is contagious.
2. Enjoy what you do and it won't feel like work. If you really don't like your job but can't afford to change, seek out ways of doing it differently.
3. Health and family are everything - don't neglect either.
4. Honesty and integrity are critical.
5. You can negotiate everything. Don't pay full price for anything - be it a dental crown or a crown topper.
6. Have a plan.
7. Make it flexible.
8. Work hard; stay at it and you'll get lucky.
9. Things will take twice as long and cost twice as much as anticipated but will still happen.
10. Stay in the ring: it's really going to get better.