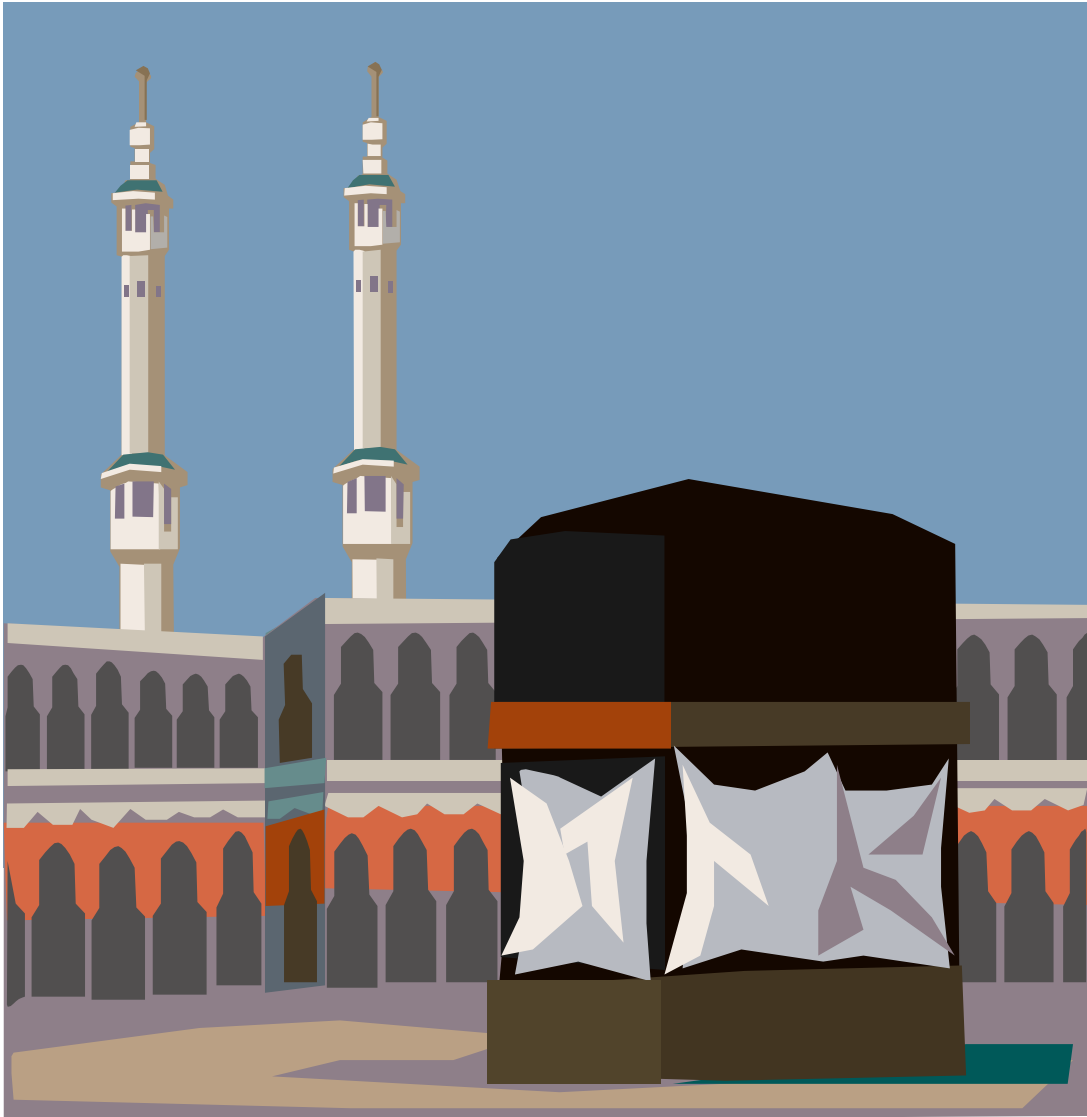


GRANDES IDEIAS-GRANDES NEGÓCIOS- IN ENGLISH



GREAT IDEAS

BIG BUSINESS

A SUCCESS STORY

EFJ EDIÇÕES-GLOBAL

Author: EMMANUEL FRANCISCO JUNIOR

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Great ideas

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Big business.

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PREFACE

The facts, the reports you will know here about successful ideas are real and true. It all started when I signed forty publishing contracts with a major music publisher and talked to the director of this publisher about placing the songs I recorded in other countries taking into account that this publisher had offices in fifty countries around the world.

Then she told me that this was impossible, because music editing was not like that, and it frustrated me. For, as if a multinational had no desire to export its own repertoire to its subsidiaries.

In 1985 I founded EFJ EDITORA, but known as EFJ EDITION-GLOBAL, present in 241 nations of the world, with hundreds of songs published, one hundred and ten books published by www.bookess.com EMMANUEL FRANCISCO JUNIOR and the newspaper 1st Edition, in Portuguese, French, Spanish, Italian, English and German.

EFJ EDITORA is present on thousands of radio stations, TVS, websites, blogs, communities, newspapers, magazines, news agencies, concert agencies, events and promotions from 241 nations worldwide.

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And it all started when I discovered that with God everything is possible.

Take advantage of the tips that I will give you and be a success too, because in fact you were born to win.

There is no luck, no human will that will lead a person to success other than a direct partnership with God. I have experience and I know what I'm talking about. Before EFJ EDITORA, I participated in other ventures, such as construction companies, food distributors, soap factories, record companies, representations of companies and products from various segments and none of that prospered.

I want this book to be a blessing to you, and to thrive and help others achieve success as well.

EFJ EDITORA-EMPRESARIAL EXCELENCIA AWARD 2008

EFJ EDITORA-GLOBAL THE BIGGEST PROMOTER OF CULTURE IN THE WORLD

Welcome to success

The author

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Dedication.

I dedicate this literary work to all the people who need to grow greatly.

Professional success is everyone's desire, but few actually achieve it because they lack the knowledge of how to generate great business, generating in themselves a great idea.

Great ideas generate great business.

Against facts there are no arguments.

Truth is true.

The truth manifests justice.

As for the great recession that is destroying the poor people of the land caused by the covid pandemic¹⁹ taking the lives of thousands of people due to lack of knowledge.

If the information had reached the poorest layers of the earth, many lives would have been saved.

On the day of doomsday those responsible for this cruel conduct will pay for eternity.

The author

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CHAPTER I

PROFISSIONAL EXPERIENCE

We are in 2011 today and I have fifty-seven years of life, since I was a little boy that I like music, part of my childhood was totally dedicated to music, I am from the Northeast, from the poor family that always worked, when I moved to Rio de Janeiro, Brazil , at the age of eight my pilgrimage began, to look for a record company to record my own music. Whole days at the door of record companies, talking to music producers, showing songs, participating in small events, at night and during the day, besides being at the doors of record companies, I also studied and took courses and worked, it was a very busy life.

I had several friends who contributed with my information. I started playing several instruments and participating in recordings. Now giving an opinion, now

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Producing. I was always with people who gave me information about musical editions.

At eighteen years of possession of my first simple compact, two songs composed and sung and played by myself, set out for my first international trip, Argentina. When I got there, in Plaza Del Mayo, I heard President Peron's speech, which he said; in others we will not be equal to the Brasilienõs. A years later inflation in Argentina reached 100 percent per

month. I had the opportunity to play with great Argentine artists and make friends with many people. Back in Brazil, I visited several other countries in America South successfully.

But it didn't work, I was insecure, I looked at my needs and I couldn't do anything.

Music to play on the Radio had to be paid for. If I didn't pay any programmer, I wouldn't play.

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If I didn't play then how was I going to get known? How are people.

Entrepreneur of artists in Brazil is a disastrous thing, nobody invests in something new, many think it is a very big risk and not worth it.

In 1975 I met a Lawyer and together we founded NEW RFECORD PRODUCTION LTD. We recorded a simple compact and went on a tour of the south of the country that went nowhere.

In 1985, I recorded a compact with two songs composed, played and sung by me.

The society was undone, and in 1988 I recorded three LPS with ten songs each at once.

1º THE VOICE OF RAP-RAPPERS MELODY AND FUNK,

2nd HAPPY IS THE NATION / GOSPEL

3rd THE SEA OF CRYSTAL-TESTIMONY

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Even with all the experience gained and knowing the means of how to achieve success, I had no financial means to show my work to the public and with that the means that I had was not satisfied. It is frustrating and the demand that the family makes about what you chose to earn a living and live well. When the people around us do not see us reigning, then there is disbelief and even if you are good at what you do.

I had a late brother-in-law and radio programmer, who passed away, that all the records I recorded took one for him, and once he commented, that a certain international music band had won a trophy for the best band of the year, only they had been in a recording studio for three months straight, to record that album, and that only one in just hours did something similar.

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It's not that I'm lazy, it's that the recording studio is still very expensive today, so when I go to record I already have everything ready, music, lyrics, arrangements, solos, instruments and I myself produce.

So because I myself am a producer, editor, distributor, salesperson, visual programmer, CDs are much cheaper in the final price for the public.

I learned to be a distributor, promoter, sales and concert promoter, because I had no one to do it and the financial means were very low.

I started to work with little resource, opening the doors myself. So when people show difficulty in doing something, I tell them; let me do it.

Until 1979 I did not know the Lord Jesus, so things were very difficult, even though I sought help from all spiritual sides. I practiced all sorts of witchcraft, sorcery, science

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Occult, meditations, oriental cultures, I almost went crazy. I had a void that filled nothing. Drinks, women, games, distractions, in 1980 I met the Lord Jesus, in a service in Rio de Janeiro, at the insistence of a businessman my friend, who whenever he could wash me in a service of an Evangelical Church.

In 1980 I met the Lord Jesus, I was healed of all the illnesses I had, for four years I studied theology and in 1985 I recorded a simple compact with total help from God and through this record I reached many places that I never had access to before.

It seems that the lack of opportunity is a captivity! I lived in this prison until I was 26 years old.

When you meet someone powerful, strong and who takes pleasure in helping people, we acquire faith, and through this faith we overcome what we lack.

I found that what I lacked was to have God's help in all my affairs.

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There is the difference.

Seeking help only in those who can help change a situation, only God has this power, he makes a weak strong, a failed success.

And about exaltation I know this very closely. On February 6, 2011, I had 6,720,000,000.00 of pages open in a single day! It means that 6.720.000.000.00 people visited me this is the biggest success ever

achieved today by a living being without any media campaign in no location in the world!

When I comment that God gives grace and exalts a little one, I'm not kidding.

Everything is possible for God.

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CHAPTER II

THE STRENGTH OF WORDS

THE POWER OF GOD

Once I opened a consecration to God for recording a disc, the day of the recording came, I woke up with a cold, went to the bathroom and regretted my condition, and heard a voice say: Don't be afraid, just believe.

At eleven o'clock my sister arrived and commented on the cold, my father arrived and asked me if I didn't want to go to a doctor, I took my velvet jacket, because I was running a fever and went to the recording studio. Upon arriving, I was informed that certain artists were urgently recording an audio program, and since I had a cold, leave it for another day.

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I left the Studio very unhappy, I crossed the street and went to another Studio and very expensive, there came in my direction a sound technician, and I told him about the problem that was happening, and he asked me if I had a tape. audio, I replied that the other Studio was going to supply me, so he took a blank tape and put it on the recorder, plugged in my guitar and asked me to play the song.

When I ran my finger over the strings of a seven-string guitar, a fire came down on me that healed me instantly, the technician asked me if I was a Christian, I said yes, he gave thanks to God and in forty-eight minutes the simple compact was recorded, I wanted to pay for his work and he didn't

want to receive it, and he invited me to record an album of ten songs with a great band. I took the money I would pay to the hired studio, but because I am busy I can't record myself I put it in your pocket, and already in possession of the recording tape, I went down by elevator to the ground floor, when I arrived at the door of the building someone stopped in front of me and told me:

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Operating I who will prevent it.

I believe in a personal God.

We live in the most adverse situations, we don't know what tomorrow will be like.

We often plan something and when there are third parties in our midst, we don't know if it will be accomplished or not. Because it does not depend only on us, there must be divine intervention, God must be present. So that barriers are broken and what we try to do is successful.

The words we speak will accompany us in our day to day as well as our attitudes that we make the decisions that we make have to be the right one. There is nowhere for a loser today. There are challenges that cannot be remedied, because when a situation arises different from the ones we are used to dealing with in our daily lives, we also have to have the solution, and this has to be the right one, for that we have to master with wisdom what we are doing.

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Let's see you are a professional, you have to generate means and money to honor your commitments. In this case you cannot be a tail, you have to be a head. If you are an employee of a state-owned company, or a mixed-capital company, then things just don't depend on you, but your light has to shine.

I will tell you a real fact.

I was with a company implementing loss prevention in a multinational company right here in Brazil. I participated in all the training for the implementation.

For six months we took over one of the stores in this group, and right away I started to put prevention into practice, which in a company that had a loss of four and a half million reais annually for four years in a row, is not easy.

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As it is a large company, its administrative staff met weekly to discuss its goals and see if it had any practical results.

Among those who were there, I was the only one who knew the culture of loss prevention. Meetings with managers, directors, administrators, people who had no idea what prevention was, but had a position in management and what they thought could not be ruled out.

In the first semester we called for an internal audit, after discovering all forms of diversion, theft, destruction of goods, destruction of property and so on.

From four and a half million reais a year, we cut it in half.

Two million two hundred fifty thousand reais. A success. The company asked for my hiring and I then started working with its administrative staff.

Did I get this on my own merits?

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Anything. When I implemented loss prevention, my resume was chosen by twelve members of this company. For I had opened a consecration.

During the days of this consecration, I was funny at this company and I was hired. During the first semester it was also in consecration. It was at the end of the semester when a consecration was completed that it was unanimous, since about four hundred employees in research were chosen to continue implementing the loss prevention.

After the second semester, we zeroed out the losses and had a gain of two hundred and fifty thousand reais, without making a single enemy. Thank God.

Life is not a game, we face people with terrible personal and spiritual problems and they do not know how to separate their personal life from their professional life.

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After successfully implementing loss prevention, at this and other companies I thought it was time to spread this idea better and I wrote The Book 'Loss Prevention', available to everyone and in all formats at www.bookess.com EMMANUEL FRANCISCO JUNIOR. A success.

Books are important because it is through the experiences of other people that we learn that we come to knowledge.

I met Senhor Jesus in 1980, I was in various denominations that said they were evangelical and were not, but in 2010 I met Senhor Jesus, the perfect

sacrifice of God for all men and I started from there my life took the right direction.

Out of ignorance I was in the hands of men who preached sacrifice for twenty years.

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And because I didn't know what the Lord Jesus did for me, I would hold on to the works of the law, offer, decimate everything that came into my hands, but even so it didn't prosper, I was always persecuted by people who stood up against me, all forms.

Slander, slander, attack people, this was constant in my life. Once I was tired of not being successful, I asked a pastor what was going on with my life, and he answered me because I had not given my everything.

Dear reader, when we are looking for the best of this land, we do anything to have access to the goods that every human being needs to live.

I didn't think twice, I withdrew all the money from the bank, with another loan I put on the altar of the Church and after the service I returned home waiting for the great miracle of God.

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During the first month nothing happened except invoices and bills to pay.

In the second month, nothing happened to me. In the third month came White and the financial threats.

The phone rang daily and several times during the day.

My sister learned that I was unable to pay bank bills, she paid for me. Then he refunds all the value also in kind. But it was too shameful for me to go through this family embarrassment. In the year 2000 I met the Lord Jesus, in fact and in truth.

I left the practices of the works of the law and found out by the power of God, where it is written: All who are of the works of the law are under the curse. (Gal. 3/10)