

Empowering Women In Business

WOMAN Entrepreneur

GLOBAL
June 2018

GRANT

CARDONE

10X YOUR BUSINESS

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ON OUR COVER: Grant Cardone is the number one sales trainer in the world and the mastermind behind The 10X Rule - a business implementation guide guaranteed to grow your company by 10X. He is an internationally renowned motivational speaker on business finance and success and real estate investment. Grant is a New York Times bestselling author, well-respected business owner of five multi-million-dollar companies and has a billion-dollar property portfolio of almost 4000 estates and apartment units.

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10X YOUR BUSINESS

5 priceless business lessons for success

Woman Entrepreneur editor, Erna Basson, recently interviewed world-renowned business expert and property investment genius, Grant Cardone, in Miami. She asked him to share his insights and advice on how female entrepreneurs can excel in their careers and become more competitive in the world of business. Grant stated: “I love working with women. Women are so much more open to information, to change, to improvement – as opposed to men.” He added that, unfortunately, this is possibly the reason why they are taken advantage of more easily, but in reality, they are actually able to execute and implement ideas way faster and more effectively than men. He laughed and said: “Maybe they (women) are just more intelligent.” Grant shares with our ambitious readers his top five lessons he has learned throughout his career that he will never compromise on.

1) SHOW UP.

At the age of 26, Grant was in a difficult period of his life, experiencing major setbacks and personal issues he struggled to deal with effectively. A great friend of his said to him: “You know, you got to show up.” At that given time, he realized that it is actually that simple: Just show up. For the next 35 years, Grant stood his ground on this invaluable lesson to always show up, even if you don’t feel like it. “Nothing happens if you don’t show up.”

2) GET GREAT AT THINGS YOU HATE.

When you hate something, it is very likely that other people hate it too. This means there lies an opportunity in this field you dislike so much. It is easy for anyone to be good at the things they love and like to do, but to be great at the things you hate, is a way bigger challenge. Grant admits that, when he started out as an entrepreneur, he hated sales. He knew in order to become successful he needed to get good at sales and he was well aware of the fact that, the reason you hate something, is because you are not familiar with it. As much as he hated it, he decided to get great at sales. “I didn’t get just great at it, I became the greatest in the world.”

3) LEARN THE SALES GAME.

It is crucial for any entrepreneur to learn the sales game. In order to teach the sales game to other people, you need to learn it yourself first.

4) DON’T PLAY IT SAFE.

Grant reckons the biggest mistake he has made in his entire career was playing it safe for too long. “You have to go big. There is no such thing as staying small. It will not work – I did it for too long.” Sole entrepreneurs and entrepreneurs with one or two employees need to revisit their opportunities, scale and go big.

5) REINVEST YOUR MONEY.

Reinvesting your money into your business as quickly as possible is crucial for success. He suggests putting as much money back into your business as attainable and, when you are done spending money on your business, invest in real estate.



**“You have to go big.
There is no such thing
as staying small. It
will not work – I did it
for too long.”**

editor



Erna Basson is an award-winning entrepreneur, world-class business coach and international keynote speaker. She is well known for starting, growing and selling companies fast and her passion is to help people become entrepreneurs so that they too can achieve and live their dream.

She is the Founder and CEO of Erabella Beauty, the fastest growing hair extensions brand in the world. She is the CEO and Founder of Woman Entrepreneur, a global platform to Empower Women in Business

I have been looking forward to this issue for several weeks and now it is finally here. This issue is really special to me as I had the honour to interview our cover star - Grant Cardone live in Miami.

What is Grant Cardone like? was one of the top questions I received after the interview, and my answer is simple - He is so grateful and is really focused and driven by helping people succeed.

I am an absolutely big advocate of his work and teachings and also of his event 10X Growth Con, which is one of the biggest entrepreneurial events in the world, attracting just under 10 000 highly influential and motivated people.

This truly is the 10X issue, if you want to 10X your business, life, wealth etc, you are at the right place.

So, what are you waiting for, it is time to 10X

I hope you enjoy reading this magazine as much as we enjoyed putting everything together for you. This quality of magazine with its content will not be possible without our amazing team. Thank you to each and every team member for making this issue possible

A handwritten signature in black ink, appearing to be 'Eb'.

To your success,

Erna Basson
Founder and CEO | Woman Entrepreneur

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ALLISON DAVIS



A self-professed “go-getter” from an early age, I started my first business selling hand-painted t-shirts to my friends’ moms. In my early 20’s, I turned a hobby designing custom lamps from unusual antique stores finds into Thumprints, a wholesale lighting design company. I grew Thumprints into an international business and an established name in the home furnishings industry with high-end clients including Neiman Marcus and Wynn hotels. Ultimately, I sold the company 14 years later and stayed on as lead designer and brand consultant, which was a good balance. It allowed me to satisfy my creative energies, be a businesswoman and have more time with my son as a new mom.

A few years later, I found out I was expecting twins and made the decision to exit the world of design and pursue another entrepreneurial path that would allow me to work around my family and build a business that worked around our lives. Thumprints was my labor of love and first baby, so it was bittersweet, but I’m now filled with a sense of purpose that I didn’t have in my previous journey and I’ve uncovered my true passion: helping others discover their entrepreneurial spirits and be empowered through the world of entrepreneurship. I work with women and men with a focus on helping women create businesses that work around their families and build lives that they love.

GET IN TOUCH WITH ALLISON DAVIS

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1) Tell us about some of your amazing achievements?

I launched, established and sold Thumpints, my first business, by the age of 36.

My lighting designs have been featured in numerous design industry publications as well as consumer magazines including GOOD HOUSEKEEPING.

Thumprints’ designs have also been featured in TV shows and movies, most recently Daddy’s Home 2.

Thumprints was a Made in the USA Foundation Hall of Fame Nominee. The foundation’s Hall of Fame celebrates businesses that exhibit excellence in USA manufacturing practices and standards.

Thumprints was recognized as an industry leader for Product Design and Portable Lamps as a Finalist for THE ARTS AWARDS two years in a row. THE ARTS AWARDS is a peer-nominated program for companies in the home accents industry.

The recognition and achievements for Thumprints are rewarding, but much more rewarding is knowing daily that I’m helping people build passion driven careers, live with purpose and be empowered to create their own success and live life on their own terms.

2) How did you choose your niche and why?

I believe it chose me. My journey is one to which many women – especially moms – can relate. I spent my 20’s and early 30’s focused on building Thumprints and work always came first. As soon as my son was born and I held him in my arms, however, I knew I had a new job. My priorities shifted and I wanted to put my family first. Still, becoming a mother didn’t mean I’d lost my internal drive for achievement and success and to build the life of my dreams.

This is a trend I see often with businesswomen and entrepreneurs today and I’m passionate about showing women that we can do it all. We don’t have to sacrifice our careers for our families, or the other way around. We can be businesswomen and ambitious entrepreneurs while putting our families and ourselves first.

3) What do you think is more important, motivation or execution? Why?

Execution. All the motivation in the world will not amount to anything if we don’t take action.

4) What inspires and motivates you? Why do you wake up every morning, get the work done and do it all over again the next day?

I believe that passion + purpose = empowerment. Passion is the driving force that keeps us excited and gives us the motivation to do anything we set our minds to doing and, ultimately, to live a purposeful, fulfilled and meaningful life. Life is too short to not be passionate about what we do. It’s too short to not wake up with a sense of purpose each morning. It’s too short to not be empowered to take charge of our lives and enjoy the lives for which we work so hard.

Knowing what I offer can impact, enhance and change the lives of so many is what gets me going each morning. I continuously meet women of all ages, backgrounds, and experiences who have one thing in common: the desire for change. They inspire me and make each day an exciting adventure.

5) What is the secret to your success?

It’s something we all know and have control over, yet it’s one of the biggest struggles for woman entrepreneurs that I see. It’s believing in ourselves. With both of my businesses, I’ve believed in myself when I had no idea what I was doing or where I was going and when others doubted my journey. I trusted my gut, jumped in both feet and learned and grew along the way.

Consistency and perseverance have also been keys to my success. As an entrepreneur, it’s up to me to consistently work toward my goals and persevere through the ups and downs, the failures, the bad days and the good days.

“Passion is the driving force that keeps us excited and gives us the motivation to do anything we set our minds to doing.”

6) Since you have become so successful, how do you handle haters or people that don’t support you? What advice do you have for fellow female entrepreneurs?

I’ve learned to not let them influence my decisions and actions or distract me from accomplishing my goals. There are women and families around the world looking for a chance to change their lives. For me, the potential to enhance and impact their lives in a positive way far outweigh the negativity and doubt I may experience from a few.

Stay true to yourself. You have a message and there are people waiting to hear your voice. Share your message proudly and *don’t let anyone stop you from following your dreams.*

7) What advice can you give fellow female entrepreneurs on the same journey who want to achieve the same success as you?

- Show up every single day.
- Believe in yourself, even if nobody else does.
- Have an open mind and be open to change. Put yourself out into the world, meet new people, make new connections and build relationships. There are endless opportunities and doors that will open when you do.
- Don’t compare your journey to anyone else’s. You are one-of-a-kind and your journey is unique. Strive to do more than you did the day before and be more than you were yesterday. Push yourself to reach your full potential.

8) What is the hardest thing about entrepreneurship that nobody told you?

With success comes failure. Those who are successful have failed the most and have the strength and tenacity to learn from each failure and the determination to do what it takes to always move forward.

9) What can we expect from you in the next 12 months?

Currently, I work with individuals in the US, Canada and Australia and will continue to expand globally. My vision is to help empower anyone who is ready to take charge of their life through the power of entrepreneurship and a turnkey business model that provides the infrastructure and support for success. My goal is to cultivate a community of women and men who inspire, lift one another up, learn from each other and grow together while building businesses that allow the freedom and flexibility to do more of what we love, focus on what’s most important to us, and live life to the fullest.

Plan and research extensively.

Choosing the right technology is the absolute key. Don't dive into a pool that isn't going to give you everything you need. You need to make sure everything lines up. I have been involved in two subsequent projects and ended up having to redo things as the e-commerce didn't integrate with the CRM. So, process map everything first by using tools like draw.io or lucidchart.com.

Draft a concept first.

Do a proof of concept first, then automate all the little pieces. A lot can be learnt from testing the trial first. In fact, many times you can only really see the level of integration and automation when actually getting an account.

Don't be afraid to spend money.

Some hacks I have used before ended up costing me in the short term and didn't have scalability built into them. For example, Jotform is an amazing tool, especially when used for what it was designed for: getting information into your system. Using it as a warehousing tool isn't what it was developed for, so Jotform won't help you scale up when you're ready.

ZAPIER ZAPIER ZAPIER.

Automation can also go as far as you can integrate with Zapier. There always seems to be a way to get systems to talk to each other and to get your data where you need it to be. The setup is deceptively easy, and when you start pushing the boundaries of what your technology can do, the guys at Zapier are always there to help.

Choose the right software to pull it all together.

Your CRM must be a great place as it contains the correct data that's crucial for rapidly growing your business.

Get help trying to figure these things out.

It really can take over your life. As mentioned, the promise of automation is enticing. However, I have seen business owners wander through the internet desert for 40 years (okay, 40 days). One tool leads to another and yet another while they are trying to figure it all out themselves.

Remember not to manage the business you don't have.

Sell first and buy second. This means, sell the idea first then go out and buy or build what you sold. There is a reason the number one mistake entrepreneurs make is creating things that people don't want! They don't ask people what they want, and they assume people want what they made for them. (We are not all Steve Jobs!)

Automate processes you've already got going in your business.

It sounds simple, but we often miss out on so many opportunities to make our businesses great by building a process on the assumption, and not including the human factor that gets developed over time.

Remember to remain customer-focused.

People are afraid of automation as they feel it takes more of them out of the business. Going into automation with the right mindset, you'll put a lot more of yourself into the business. Imagine follow-up communication with multiple client queries, or welcoming someone once they have purchased. By using the right business automation, there will be more of you put into your business, and at the right time!

So, go for the quick wins that will show you how awesome business automation is, then take it upon yourself to grow from those hacks.

About the Author: Wesley Longueira | Chief Catalyst at Virtual Edge

I am key to the success of our working relationship with our clients, my role is the implementation and client training specialist. My background is training, coaching and mentoring having professionally specialised in this field after I graduated as a Bachelor of Education with Honours from Wits University.

I hail from a learning and development background and have 'been there and worn the T-shirt'. From teaching to running sizeable training companies and directing university qualifications to working in e-learning and engaging with industry representative board members there is not much that can surprise me. I live by the motto of "doing whatever exposes more people to better learning" hence digital marketing is perfectly suited to my passion.

My passion for people and wanting and getting them to succeed in their business is what ensures you will get success in your business.

I am the 'go to' member of our team when we set-up your CRM campaign; decide on how to best use social media; working on the best strategy to get maximum impact out of your activities in inbound digital marketing. www.thevirtualedge.com

BUSINESS AUTOMATION HACKS FOR EXCEPTIONAL GROWTH

Wesley Longueira

Business Automation has a good and a bad reputation. It is seen as that silver bullet to put your business on autopilot, and for you to sit back and let the money roll in. The reality is that it can and does happen for those that move beyond hacking to growing. Automation gets a bad reputation from people who believe it happens easily. Usually, this is on the advice of someone who wants to sell you a quick fix, the shiny object of the month. It needs to be the best thought-through and work you have done. After all, when you automate the same process over and over, don't you want to make sure it is done in the best way possible? If you are passed this stage, you may be in a bit of valley, as some systems out there may simply be too big for you and end up becoming a burden instead of a blessing. Don't despair; many have crossed this valley!

There are tools available that can bring you the Nirvana you need. Let me tell you about a good client of ours who wanted to go completely paperless, completely integrated and completely automated. You must be thinking that's going to be one expensive exercise. They were an environmentally friendly moving solution. Instead of buying cardboard boxes when you move, why not rent special plastic ones for the duration of the move and return them when you are done. Brilliant, right?

So, from the moment someone downloads the digital guide explaining how the product works, to placing their order online, to the instruction that goes to the courier or the email confirming the pickup time - everything automated! We even took it as far as integrating everything into their accounting software for a complete seamless experience. Here is how we did it.

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SUCCESS STORY

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KELLY
BURKHOLDER

Born in Vancouver, Kelly Burkholder grew up in the West Kootenay of British Columbia. Kelly graduated from business school and received a diploma in Business Administration, Accounting, and Computers. Kelly founded Madeira Accounting Services Ltd in 2010, where they support small to medium size businesses with bookkeeping services and administrative support. She is the Senior Managing Partner at Intelligent Millionaires Network Vancouver, Senior Managing Partner at Bookkeeping Accounting Group Inc, and is also a certified Og Mandino Coach.



Kelly at Intelligent Millionaires Network Vancouver

1) Give us a bit of background about yourself?

I was born and raised in British Columbia, Canada. I spent my early years living in a one-bedroom house, fondly referred to as “the shack” in the parking lot of the hotel and beer parlour my parents owned. I grew up watching my parents build exceptional relationships with their customers and could see from an early age how talented they were in creating a loyal clientele. I was inspired by them as sought-after business people, and at the age of 10 I owned my own lemonade stand and sold freshly picked raspberries in addition. At the age of twelve, I was delivering newspapers, owned a lawn-cutting business, and had regular babysitting jobs. By the time I reached 15, I started working with my dad, who at the time was working as a plumber and gas fitter. I was cutting and soldering pipes and was the all-around errand girl.

I have had a diverse career working as a park supervisor, dental assistant, retail clerk, security clerk, industrial chemicals buyer, waitress, bartender, banquet manager, operations supervisor... Until I took the first steps into my journey as a business owner and successful entrepreneur. It is significant, however, that no matter where I worked and what position I held, I always loved learning and adding to my skills. All these distinct career paths have made my journey not only interesting, but also expanded my knowledge in various professions. This broad background gives me the ability to assist my clients build their businesses stronger.

2) Tell us about some of your amazing achievements?

Starting my own business is certainly on my list of greatest achievements. There have been many sacrifices and struggles along the way but, those challenges have made me a better and stronger person, mom, wife, businesswoman, and leader.

Working closely with Carolyn Dunlop we were able to bring Camp Choice to British Columbia, a camp dedicated to children who are at-risk of drug and alcohol abuse, self-harm, and suicide. I love how we can help these kids by giving them the opportunity to just be kids in a safe, fun-filled environment. Camp Choice is dedicated to empowering young people to create positive change in their personal lives and their communities, and realizing that they have the power to better their situations and build prospective futures for themselves.

An achievement I have accomplished over time is the strength and courage to walk away from situations that no longer serve me.

3) What are your core business principles and values you adhere?

Integrity, loyalty, family, and health. Those always come first and I will not compromise on them. Furthermore, playing win-win in all situations.

4) What is your weakness and how do you compensate for it in business?

I get excited by new ideas which is fantastic but, it can also be very distracting. I am obsessive by nature and, as soon as I get an idea in my head, whether it’s a new idea or just something that needs

a solution or simply something that strikes my curiosity, it will take up any free moments I have until I am able to delegate, resolve or research to an acceptable end. In order to compensate for that, I surround myself with people that keep me grounded and support me in order to stay focused.

5) What do you think is more important, motivation or execution? Why?

Execution. One doesn’t need to be motivated in order to execute. You need to have discipline and a willingness to JUMP! You need to take the required risks to create your success.

6) What inspires and motivates you?

It’s a “trickle up” effect. I help individuals to create stronger, more profitable businesses which, in turn, allows them to reclaim their lives, be happier, and be able to support their local communities by hiring more people.

It is also important to me to set a good example and create a legacy. I want to make sure my daughter knows that anything is possible when you stay in action, follow your dreams, and continue to grow.

I often see people bigger than they see themselves. I love being able to help people visualize their full potential and realize their dreams.

I am also passionate about health and well-being. I am continually looking for alternative ways to be healthy, as opposed to getting sick and needing medication that, while helping one ailment, may be causing damage somewhere else. This has been evident as I have watched the declining health of my aging parents.



Kelly speaking at Camp Choice BC | Image by Compass Photography

7) What has been your biggest fail to date? How did you overcome it and what did you learn?

Going bankrupt in my early twenties was a blessing in disguise. I was attempting to fill myself with stuff in order to fill the void. I stepped back and took a serious look at myself and made the decision that I needed to make a change for the better. From this situation, I took control of my life and finances. I learned from the hurt, forgave myself, and most importantly, I learned to love and accept myself, scars and all. No person or no thing can fill me up. As it has been said time and time again, we must love the person looking back at us in the mirror.

I use this experience in a practical and constructive way when I coach people who are struggling with similar situations and assure them there is light at the end of the tunnel.

8) You are a very successful female entrepreneur. From your experience, what is the best way to market your business or yourself?

- Build Relationships
- Social Media is a Must
- Use Testimonials
- Stay Relevant
- Ask for introductions not referrals (no one can explain your business better than you)

9) What is the secret to your success?

Great coaching. I also have a gift for being able to get up, dust myself off and keep moving, learning, and growing when I fall down. I am forever grateful and continue to work with Personal Success Institute (PSI), Jeff & Diana Zisselman, Kevin & Sherry Hall, Paul Blanchard, JT Foxx, Charlie Dombek, Damien Elston, Brent Turley, Keith Lloyd, Alexander & Lenka Keehnen and Duane Eberhard, who have all been supportive and encouraging throughout my journey.

10) What quote do you live by and why?

You meet the people you are supposed to meet when you are supposed to meet them.

When you are in action you will attract the people that will support your growth.

11) What advice do you have for female entrepreneurs on the same journey who want to achieve the same success as you?

Surround yourself with successful, positive and growing people that are willing to assist you on your journey towards improving in life and in business. These are the people who understand the concept of playing win-win in life.

It’s also very important to get yourself a coach or coaches. No one is self-made.

And remember, you are always selling. Yourself, your product, and your brand.

12) How do you differentiate yourself from your competitors?

I make sure I find out my client’s “Why”. Why did they start their business, why is it important for them to succeed, and what their personal and professional goals are?



Kelly with Duane Eberhard



Kelly with business coach, JT Foxx



Kelly at Mompreneurs

GET IN TOUCH WITH KELLY BURKHOLDER

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Join The Woman Entrepreneur Club

We believe that all women can become the future CEO’s of their life & business, but we know that you cannot do it alone. That is why we have created The Woman Entrepreneur Membership Program that will give you the support and accountability to build a life & business that you will love & deserve. When you join the prestigious VIP membership, you will get access to \$10 000.00 worth of content and counting. Masterclasses, the business & life accelerator tips, tricks & business secrets awaits you. Don’t forget the global membership portal where you can network locally or globally. Who knows, your next business partner could be a member on this platform!

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BENEFITS	FREE MEMBERSHIP	VIP	VIP CLUB
	Free	\$19.97 /mo. \$197.00 /yr. save \$43.00	\$69.00 /mo. \$647.00 /yr. save \$181.00
Access to Monthly Digital Magazine	✓	✓	✓
Access to WE FB Group	✓	✓	✓
View Members profiles & connect	✓	✓	✓
Access to website content	✓	✓	✓
Monthly Business Insider Tips	✓	✓	✓
Business, Wealth & Life Accelerator program	–	✓	✓
Millionaire blueprints	–	✓	✓
Online Masterclass access	–	✓	✓
Discounts from Online Affiliates	–	✓	✓
Discounts to Woman Entrepreneur Signature Events	–	✓	✓
Pre launch ticket access to Woman Entrepreneur Signature Events	–	✓	✓
Network locally & globally with 1000's of other like-minded business women	–	✓	✓
Discounts on all online listing options	–	✓	✓
Access to exclusive content	–	✓	✓
Access to club meetings (only available in Melbourne, Johannesburg & Auckland)	–	–	✓

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SUCCESS STORY

SARAH
CRAWFORD

Ever since she was a child, Sarah Crawford has been a storyteller. Through words and images, she always had a strong desire to connect people with stories. From creative writing and art in school to working at an internet company in the early nineties, followed by a career at a newspaper house, she has always been passionate about connecting people to content. In addition, Sarah studied fashion design and pursued a career in menswear design. Together with her background in writing, this was the perfect combination to enrich her experience and learning. Her addiction to content remained eminent.

In 2012 she founded The Man has Style, a digital platform where she could thrive on her undying passion for telling stories by writing feature articles on the subject of men’s fashion. She built a strong global network while working from the Gold Coast, Australia, and prides herself on big audiences in London and New York. She realized that the power of online content was evident.

In addition to online mediums, Sarah started focussing on marketing. A by-chance introduction led her to an aspiring business partnership with Joanna Wojtalik, the founder of their digital marketing agency, Polka Dot Marketing. They soon found their skills were complementary and their mutual values ensured a prosperous and ever-developing business relationship.



1) What are 3 business and life lessons you have learned

Surround yourself with constructive and influential people in both business and on a personal level. There is no room in life for negativity. It's going to be hard to succeed when you are being pulled down.

Learn to love who you are. Work on your weaknesses so they become your strengths. Coaching can help with this and it is something I have found to be essential in order to be the best version of yourself. Sure, you can do it on your own, but with coaches, you will go so much further.

Don't try and do everything yourself. If you want to grow and succeed, it is vital to delegate.

2) How did you choose your niche and why?

People want to feel connected. Even though we have less physical interaction now than ever before, with our busy lifestyles and the use of digital media, people still need a personal connection. I've dedicated my life to content and this emotional connection, and I can only see this area growing. As we become more disconnected due to technology and have less human contact, we are going to need that connection even more. I find it very rewarding to create this emotional connection which allows people to live more fulfilling and enriched lives.

3) What do you think is more important, motivation or execution and why?

Motivation is important. Without motivation, you won't execute, and without execution, nothing happens! You'll see motivated people all around you and, however, you will notice that not everyone takes action. Without action, it's simply a dream or an idea. A vision that may or may not have a plan. Without execution, it's like sitting in a car without going anywhere. Without motivation though, you're not likely to even get in the car! So, I feel both are equally important.

4) What inspires and motivates you?

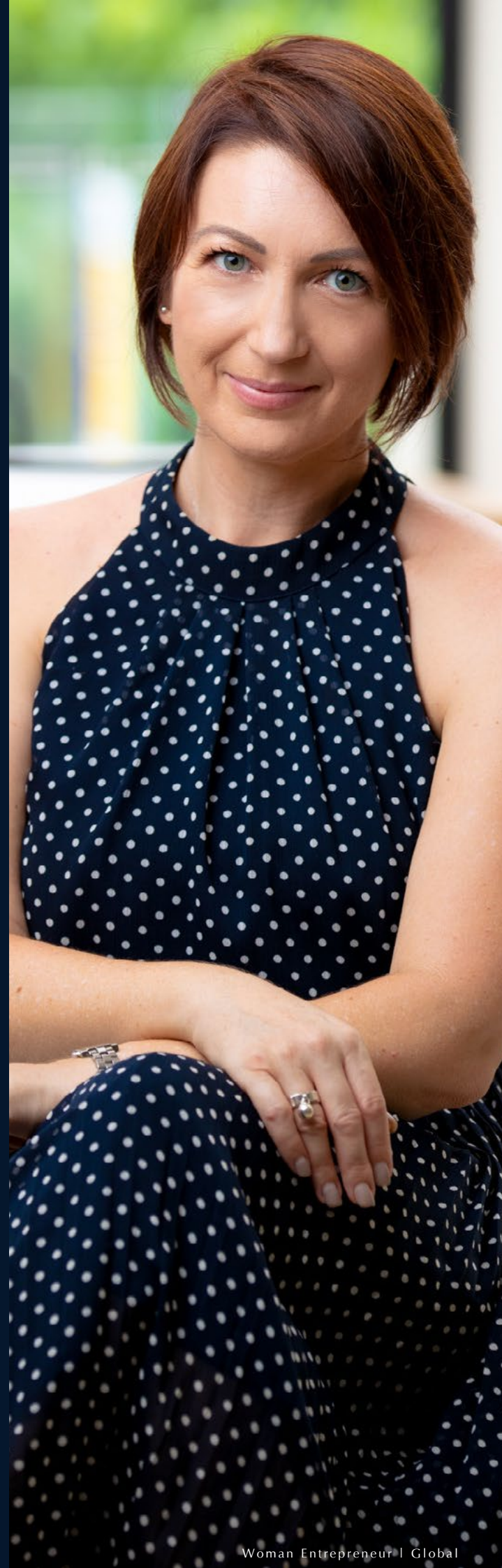
Seeing that I make a difference when helping people achieve their vision is what inspires me every day. This does not only apply to the clients we have at Polka Dot Marketing, but also to our team; the culture we have created for everyone to grow and be the best version of themselves. Nothing inspires me more than seeing people flourish.

5) You are a very successful and powerful entrepreneur. From your experience, what is the best way to market your business or yourself?

You need to be true to who you are. Of course, we all want to grow and be better, both personally and in business. However, I strongly believe you need to be you without trying to be someone else and you need to really connect with people. You can learn the skills from the best, but to market yourself you need that level of self-awareness and just be you.

The same goes for business. When we are marketing a business, the message we are putting out to the world needs to match the reality of what the business is delivering. You need to understand who your clients are, what value you are giving them and how you make their lives better.

For both business and as an individual, you need to remember that you can't be everything to everyone.



6) What is the secret to your success?

While I've had many successes over the years, the big jump in my success was coaching. This by far outweighed anything I had experienced before. JT Foxx, the World's #1 Wealth and Business Coach, has had a huge impact on my success. After taking his advice, I took on extra coaches to work on areas that were holding me back. This has transformed my life tremendously, and along with his coaching, it has moved me forward so much faster and with greater results than ever before.

Aside from coaching, I see the positive in every situation. It doesn't mean everything is positive all the time, but I am able to find the bright spark, the opportunity and the story in all I am faced with. This gives me that ability to keep going, something which you definitely need as an entrepreneur. As a business owner, you are faced with challenges and problems to solve every day. You want to create opportunity, not only for your business but also for your clients. I think you also need to love business. Not just what you do, but business itself.



Sarah and her well-respected business coach, JT Foxx

7) What quote do you live by and why?

"See the beauty in life, opportunity in obstacles and inspire through respect."

This is a quote from my writing many years ago and I live by this every day. There is beauty in life everywhere if you allow yourself to see it. My mum taught me this from a very young age and it is something I am forever grateful for. The pain points and obstacles are the perfect places for finding opportunity. You can look at a situation that may not have gone as you hoped or planned and see it as negative, or you can see it as an opportunity. It really is about how you look at it. Inspiring through respect is not just about respecting others, but also respecting yourself by learning who you are, being self-aware and finding what inspires you. When you have that high level of respect for yourself, you naturally treat others with respect.

8) What advice can you give fellow female entrepreneurs on the same journey who want to achieve the same success as you?

Number one is to love who you are. Learn to say no, trust your gut instincts and be confident in who you are. Take care in who you surround yourself with and don't be afraid to share your successes.

9) What is the hardest thing about entrepreneurship that no one told you?

You'll never tick everything off the to-do list. There will always be a project you want to start and a business you'll want to grow. You'll never find enough hours in the day for all you want to achieve. It's that passion for what you do, for learning, for growing and for making a difference that inspires you. It also means you will have to sacrifice things in life to be able to do this and not everyone will understand this or even agree with it. That is why the people you surround yourself with are so important.

10) What can we expect from you in the next 12 months?

At Polka Dot Marketing we are expanding our coaching. There is so much going on in the online world of marketing, it can be a challenge for business owners to know what works for them. We have also been working with voice and augmented reality which we are really excited about.

My first book is to be released this year. Having been writing for the majority of my life, it is a wonderful feeling to be at this stage. The book is about our pursuit of happiness and how our habits play a big part in day-to-day happiness and the meaning we have in life along with our successes.

11) If you could do it all over again, what will you change and why?

I would have found my coach, JT Foxx, much earlier! He taught me straight off that, in order to succeed to my full potential, I needed to overcome my fears and develop my business skills. Since I started coaching with him, I have worked on this every single day.



Joanna Wojtalik, Pete Evans and Sarah Crawford

GET IN TOUCH WITH SARAH CRAWFORD

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HIRING TIPS FOR A FAST GROWING COMPANY



ABOUT THE AUTHOR: Josée Larocque-Patton assists organizations to develop their people and train their leaders. She guides leaders when their employees are not following procedures and policies and act as a consultant when organizations experience legislative infractions.

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Have you ever gotten the feeling that things are moving so fast and you know that you just can't do it all on your own? As entrepreneurs, we often want to get our hands in everything, but this means you are spreading yourself too thin. As your company develops, you too need to develop, which means letting go. The faster your company grows the more help you need. This is actually a great thing, so don't be afraid, be strategic. Here are 6 tips for hiring for a fast growing company.

06) Remember to have "Train the Trainer". Review all aspects of what the onboarding process will be with the onboarding team. Perhaps even create a checklist outlining a timeline to each task to help your onboarders be efficient. Group onboarding also helps new people meet other new people, therefore creating bonding relationships from day one.

To help improve your process even more, have your new employees complete a questionnaire focusing on the hiring process, interview, and onboarding.

In any successful business, large or small, the most frequent thing I hear is "I don't have time". However, you are only good as your people. This means that, especially when you are growing, hiring is actually one of the most important decisions you can make. Therefore, "Make Time, Not Excuses." - Grant Cardone.

05) It is hard to not bend the rules, or settle when you are desperate to put a body in a chair. However, this is the worst thing you can do. If you cannot find someone who will be an ambassador to your brand, then wait. It takes a long time to build a culture and it can take seconds to ruin it.

Understanding that your company is growing fast and you need help urgently, you do need to speed up the hiring process, but never compromise on your culture and values.

04) Hard working honest people tend to hang out with other hard working honest people. You attract people similar to you. It is not usually recommended to hire family or friends of current employees as it may cause a perceived conflict of interest; yet if you find a really good applicant, perhaps have them work in a different department, reporting to a different leader.

You can also introduce a referral bonus to current employees. If a referral is hired, maintains their role for a minimum of 1 year and is in good standing, the employee can be rewarded with an extra 3 days paid vacation for the calendar year or a similar incentive.

Once you have hired new people, ask for referrals from your new hires as well. Within the first 6-8 months employees are more likely to want to share their positive experiences with others and provide you with referrals.



01) As time is of the essence, it's best to get other people's opinions and suggestions right away, instead of having a lengthy hiring process. This could be the person who usually does recruiting, and also some of your best current employees. Conduct a mini "Train the Trainer" with them and be specific on tasks for each member of the hiring team. I.E. resume screening, who are the interviewers, who will onboard. Also consider technology for initial screening of candidates.

02) When your company is growing, it is important to have decided what positions you are looking to fill and define the job description for each of the positions. Determine the position's wage grid, the location of work, hours of work, compensation package, order the equipment the person will need to do their job etc. Anytime you are hiring someone, you are inviting them into your home. Ensure you are strategic when assessing your needs and not reacting to feeling overwhelmed.

03) When you are in need to fill roles quickly you need a strong marketing campaign. You can hire someone or you can create an advert and post it yourself to a variety of platforms. It is important to know your audience as some sites are not meant for posting positions.

Next, your advert needs to stand out and outline the sense of urgency for the applicant. Include specific instructions on details of the role and the deadline to apply. You want to be as efficient with your time as possible and weed out the non-qualifiers.

Also, you can host an open house interview process.

This process involves an invitation from the hiring company to prospective candidates to attend the open house event at their offices. This gives the candidates an opportunity to present themselves and their resume submissions while meeting the company representatives and getting detailed information about the positions available. This is a process gaining more popularity. Wednesdays and Thursdays from 6-9pm are known to be the better evenings, followed by another event the same week on Saturday from 9:30am-12:30pm. Advertise a few weeks in advance, on your own website, and audience-appropriate sites. Send your advert to recruiting agencies as well.

For more great tips on hiring your first employee, read Josée's article from our April 2018 edition, *Top Tips for Hiring your First Employees*.



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Featured on the cover of
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Received the 2017 Global Female
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Top 100 Most Influential
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SUCCESS STORY

helena VERNHOLM

Working as a certified financial planner at a Swedish Wealth and Investment company 10 years ago, I was overwhelmed by the amount of time my career was taking up. I just purchased a large apartment in Sweden and invested a lot of money in shares. During the financial credit crunch in 2008/9, people lost interest and faith in financial institutions and became reluctant to invest any further funds into their investment portfolios. This had a tremendous impact on me and my business and life partner, Thoman Vernholm, as my position at the company was made redundant.

I reconsidered all aspects of my career and I had to look into new opportunities. Thankfully my background in the financial industry, information systems and IT made me competitive in the field and I managed to find a new position soon. I started working for Google's Scandinavian Google AdWords department in Copenhagen, Denmark and I ended up staying there for almost 4 years in total. Although Google is a very popular company to work for, I soon found myself exhausted by the rat-race again. The pressure... the deadlines... the office politics... the long hours... the non-stop stress... I discovered that, instead of working for someone else and not being able to enjoy my personal life, I'd rather work for myself. We looked into the possibilities of property investment as opposed to the 9-5 grind.

Thomas and I decided to rent the property we were living in and move to a bigger apartment in Southern Sweden. The benefit of the rental income gave us the opportunity to elevate our lifestyle and we were able to start with a small property portfolio in the Scandinavian market.

Since then many things have changed. A few years ago we were introduced to

our current business partner who focusses mainly on real estate investments in Spain, Portugal and Cape Verde. Subsequently, we were introduced to another business partner who initiated creative strategies in addition to traditional property investment opportunities. This was new to us and we were presented with additional strategies such as lease options, installment contracts and exchange with delayed completion (EDC). We were also familiarized with the rent to own alternative.

I had long ago realized property and real estate offered the perfect gateway to a life of freedom where I could be a CEO and allow myself and our future children to have the lifestyle I always wanted. We started to look into property investments a lot more seriously. Thomas and I now work with various aspects of sourcing, funding and developing sound yet lucrative property projects of various sizes in the 8 key target markets in Spain, Portugal, Cape Verde, Northern Cyprus, Turkey, Australia, Canada and the USA.

We recently partnered with world-renowned property developers and together we are building cities around the world. More information on these developments will be available in the near future. City development will be our main focus going forward and we will also be training future city developers.

Vernholm Investment Partners, Algarve & Costa del Sol Property, 4 Corners City Developments Ltd and Sunshine Property Assets are all private equity real estate companies, focusing on investment and development opportunities. The biggest project we are currently participating in is Bookara Waterfront Development, that can very well exceed AUD\$1 Billion. There is the possibility of value increase to AUD\$1.5 – 2 billion if the government embraces higher density developments.



Please share some of your amazing achievements with our readers.

Thomas and I own three real estate companies, a coaching company, an investment company and also a business network company. We are the proud co-owners of The Intelligent Millionaires Network Copenhagen (IMN CPH) which is a Success & Accountability Business network for entrepreneurs wanting to prosper in their businesses. Our investment company, Vernholm Investment Partners, focusses on training and educating likeminded entrepreneurs who wish to develop their skills in creative strategies, in addition to traditional property investment strategies. The company's senior managing partners leverage their personal experience in past global projects, with the well-established, globally-respected Scandinavian approach, to investing in current and future projects.

I am the co-founder of a second real estate company, Sunshine Property Assets through which we sell and source real estate globally from Portugal, Spain, and Cape Verde. We also source real estate and create capital asset investment opportunities in North Cyprus, Spain and Turkey We are excited that the new website, www.sunshinepropertyassets.com, will be launched soon. The website will serve as a medium where we will create wealth and investment opportunities for investors worldwide. Our primary focus is helping other people start their journey as successful entrepreneurs and investors. We provide them with all the tools, knowledge, resources and coaching by ourselves and our well-established partners.

We are the founders of the company Algarve & Costa del Sol Property, www.algarveandcostadelsolproperty.com. The main reason for entering the real estate industry is how it changed our entire lifestyle. We wanted a mobile lifestyle and a business that allows it. We aim to inspire people who also feel unfulfilled in their careers and our goal is to share our experiences with them in order to show them that is it worth taking the plunge with blind faith. If we could do it, others can too.

We also collaborated with a world-renowned developer through Bookara Beach Waterfront Development Pty. Ltd. At the moment we are focusing on finding investors for this huge development in Bookara Beach in Western Australia. In the near future, we will develop cities together around the world through 4 Corners City Developments Ltd.

What, to you, is your greatest achievement?

My greatest achievement was taking the step into the unknown as an entrepreneur.

Courage is not the absence of fear is so very true. I am proud to say that my ability to have the ability to muster up the courage - even when I am afraid - has proven to work out well for me on many occasions. Like when I resigned from my four-year-long employment at Google in Copenhagen in order to embark on a life as an entrepreneur, without any real security or certainty how it would work out for me. This has proven to me that, by being able to step into the big unknown where the feet can fail, I will still be able to keep believing, which has strengthened my faith in me and in God. My confidence in myself and my abilities has increased tremendously. I do believe that we will be blessed when we do our very best and push ourselves beyond what we may think is possible while having faith in the outcome, no matter what.

What are 3 business and life lessons you have learned?

- We get treated in life the way we teach others to treat us.
- If you don't believe in yourself, nobody will.
- There are no mistakes, only lessons we need to master.

What are your core business principles and values you adhere to?

I have 7 core business principles that are actually straight from the Bible and they are these here below:

- **I do my homework. Always!** I learn to ask why and I make sure I understand the issues. I study. I have learned how to tear other peoples' arguments apart. I read every comment that I can find on the topic. I approach business the same way. I do my homework. I test the competition. I test the market. I do my due diligence.
- **I treat my employees fairly.** I always treat employees equally and fairly. I always pay them on time. *"The wages of a worker shall not remain with you all night until the morning"* (Lev 19:13). My advice for others here would be to always apply an absolute level of fairness among all your employees. Race, age, gender, religion, colour – these shall have no bearing. It is always difficult to say no, but when you develop a reputation for fairness towards your employees, they respect you more and know that they were treated properly.
- **Have the highest level of customer service.** I have always employed a very simple standard for customer care: "Love your neighbour like yourself" (Lev. 19:18). Put yourself in the shoes of the customer and treat them as you would like to be treated. While many companies are struggling with how to handle customer service, following this standard is the best way to build a long-term loyal customer base.
- **Be honest with customers.** These answers are easy when you follow the Bible's guidance: "You shall have just balances and just weights" (Lev. 19:36). So, what does this then mean? Don't cheat your customers, even if they don't know about it.
- **I always act as if I am being watched.** When you realize that Someone above is always watching you, the answer is easy. You act differently and work to a higher standard. You run your business and personal life honestly all the time.
- **Build a reputation for integrity and honesty.** Your customers, employees and those you do business with want to patronize your business; they want to find an excuse not to do business with you. However, when you are honest, your business grows.
- **Be humble: I always make it a priority to accept and encourage criticism.** "He who loves instruction loves knowledge, but he who hates correction is stupid" (Proverbs 12:1). Pride gets in the way of success. We all make mistakes. Never think you are always right. Accept and encourage criticism, especially from your clients and employees.

What do you think is more important, motivation or execution? Why?

Execution is more important. James 2:17 "Faith by itself, if it is not accompanied by action, is dead" is something that comes to mind here. You can be as motivated as you like, but if you do not take action and actually DO something and DO what it takes, nothing will happen. Your situation will not change, you will not be able to give anyone any value and you will have accomplished nothing. You will have had NO impact on this world.

What inspires and motivates you? Why do you wake up every morning, get the work done and do it all over again the next day?

My why is to be a 'Limitation Slayer.' I want to be someone who helps people 'slay' whatever limitations they have in their lives. I want to be there for them, to empower them, show them the way to success, wholeness, and wellness in every area of their life. In the last years, I had the opportunity to specialize in wealth management, real estate investment and real estate sourcing. I thrive when I can be involved in creating opportunities that can change people's lives - both for themselves and their loved ones, but most importantly, the world around them. When people find their purpose, their 'why', and are genuinely passionate about what they do, that changes everything. When we are financially free it changes the way we live, how we communicate, learn, do business, entertain ourselves, inform ourselves, motivate ourselves and solve complex (and simple) problems. Most importantly, it fills us with the urge to give back and help other people find the same opportunities we have. When we realized how fortunate and blessed we have become, we wanted to give back. We start to think very big and we start wanting to change. Not only our own lives, but also the lives of others. We want to leave a legacy and do our part to change the world for the better. My goal is, therefore, to keep creating wealth opportunities for myself and everyone I do business with so we all can live lives of quality.

You are a thriving entrepreneur. From your experience, what is the best way to market your business or yourself?

As an entrepreneur, you are your own brand and it is very important that we realize this is a combination of who we are and of how people perceive us.

This can be done through sharing your personal story, for example, so that people feel they know you, or at least know a little bit about you, so that they can connect with you and trust you. Keep creating great value for your audience and ensure they are open to receive it. It is essential to be very clear in your branding and in your positioning. Make sure you really know who your ideal customer is, how they can be reached and how you can help them. Make sure the content you create is truly something they are interested in, something they need and will be of great value to them.

We need to be able to create a strong brand, to position that brand well and market it so it is seen and placed in front of the right audience. This can be achieved when carefully targeting through using, for example, Google AdWords, SEO and a multitude of social media platforms such as Facebook, Twitter, Instagram, Periscope, and YouTube. Online webinars are very efficient and work very well. Offline and online marketing, podcasts, marketing through video, as well as third-party video-testimonials, are all very powerful too. Video advertising can be done effectively through Facebook Live, Periscope and similar video platforms, and can be a great way for you to start a community of 'fans'. In a relatively short span of time, this can turn you into an influencer and an authority within your industry. As long as you have the knowledge and content to back this up, you are well on your way to success.

This is a bit overwhelming at first, but it does not have to be. If you plan it properly and make sure to save time by adapting blog posts and social posts to fit your purpose, you only have to tweak them as needed. This is a great way to start the social interaction and create new content in a time-saving manner on all your social media platforms.

Another way to brand yourself as an authority can be through association. It can be a very useful tool to use celebrity images, so make sure to capture every event where you have the chance to meet likeminded people that happen to be celebrities. It is important to document these moments carefully since it is worth gold in your marketing and branding.

Reward your audience with free giveaways and special offers. Create brand awareness by carefully monitoring how you are perceived and examine the results you get. Always be open to feedback and advice from clients, critics, and colleagues in the industry. In short, create a brand first, market yourself as your brand, give great value and collect third-party testimonials. Do case studies to monitor, market and demonstrate your value, authority, and expertise within your given industry.

Since you became successful, how do you handle haters or people that don't support you? What advice do you have for fellow female entrepreneurs?

When you change or stand out, it is human nature for some people not to like it! Many people will prefer to know you for what you were, even if it's not in your best interest or in any way constructive to you as an individual. When you become someone they have dreamt of becoming themselves but never actioned on; they can feel inferior when they realize you are better off than what they feel they are. This can create misunderstandings which lead to a defensive mechanism, making them feel jealous, bitter or frustrated. This often leads to talking bad about you, because, in reality, they feel bad about themselves! Sadly, some of these people are often lifelong friends and some complete strangers.

Be prepared for this and don't let it get to you. When you succeed as an entrepreneur, you belong to an exclusive small group of the population! You become an influencer and this makes you very unique. When you take action on your goals influenced by 1% of the population, you become part of that elite 1% segment and will be someone to talk about.

When you start getting haters who despise your success in your career, it's because you do it very well. There is hardly anyone who hates you because you do worse than them, and that is a fact. So, expect the hate and embrace it. It indicates success and you need to celebrate it. The main challenge is learning to love your enemies. Focus on doing your own thing and do it great. Make sure to improve and evolve every day. Be kind and forgive those who hate you.

What advice can you give fellow female entrepreneurs on the same journey who want to achieve the same success?

The most important thing is trust. Be trustworthy to everyone surrounding you, including yourself. Think about how you can be of service and always give great value. Once you've found your burning "why", success is a probability. There will be adversity, but when the will is greater than the barriers, you will succeed in the end. Put your customers' wishes first and create a model that addresses a challenge or a problem.

Be focused and don't listen to negative people. Be aware of who you surround yourself with. Negative criticism is inevitable and often comes from people who have no idea who you are or what it is you do exactly. Be coachable. Learn from people that are already where you want to be. Be humble but persistent. Do what it takes, but always do it with integrity.

Visualize where you want to be and create a step-by-step plan for how you are going to get there. Do not be deterred by what it will cost - in time or financially. Think of creative ways to get there instead. Do two jobs if you must, learn to raise capital, develop tenacity and a very high work ethic and never give up. Love the process and make sure you have liable partners. Think about working together and not in competition. Be aware of what you do not know, but never be afraid of challenges. Continuously educate yourself and earn while you learn. Most importantly, always be honest, help your clients, and think about the value you can give rather than what you will receive. The truth is that, when you give value, you always get back more than you can dream of. When you do whatever you can to help people, you will also help yourself in the end.

What can we expect from you in the next 12 months?

The reason I want to be a positive influence, acquire wealth and empower lives, have a lot to do with the fact that I know; where you were born, the resources you've had and the opportunities you were given early in life, are never earned. It is a blessing when things started out well for you. Personally, I have been extremely fortunate and blessed growing up with a loving family in one of the wealthiest countries in the world, Sweden. I am very grateful for this and I have a 'screaming urge' to give back to society, to inspire and influence others who may be less fortunate. I want to provide them with the resources, practical tools, financial aid and mindset training they need to achieve their desired success.

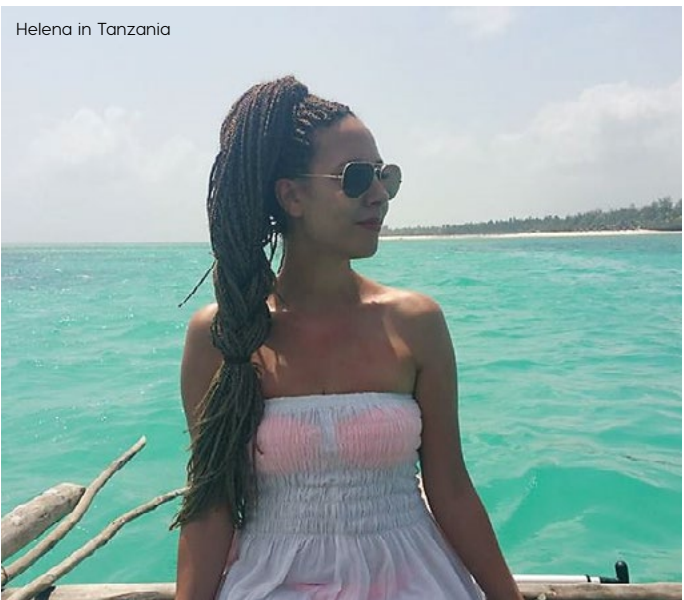
We are planning to start an NGO in the second half of 2019 - *Great Plans for Africa*. We intend to develop cities through our City Development Company and with the developer we are currently working closely with on the Bookara Beach Waterfront Development, as well as with some other City Developments in the USA & Canada. This is our calling and our big why in life: to give back to the helpless, financially poor and the disadvantaged. We want to provide the citizens of Tanzania with the infrastructure, housing, schools, clean water, green power and everything that a modern city in Africa would need to facilitate its inhabitants.

I am also in the process of launching my new coaching business: Empowering Millions Ltd. I will offer exclusive one-on-one training sessions with a select number of students. To start with, I will limit this to twelve students annually, since it is essential to me to provide them with the highest level of training and value. I will also offer online and live training seminars as well as Victory Transformation Retreats, that will take place in Sweden, North Cyprus, and Portugal. The retreats will focus on various areas and will include business strategy, wealth creation through real estate investments, financial planning and raising capital. It will also focus on mindset and life strategy training, including wellness/wholeness, nutrition, health, and fitness.

It is well-known that if a person is not on top of their game in all areas of their life, including mindset and confidence, they cannot be on top of their business. I feel it is my calling to empower people and teach them the practical skills in these areas since I have first-hand experience on both personal and professional levels. I will invite like-minded successful coaches that will complement my own skills, and in collaboration, we will deliver significant value in many different areas. People attending these retreats will be transformed and return with great testimonies, fueled with inspiration and equipped with the tools, resources and mindset that will enable them to live more abundant lives. The topics will vary from retreat to retreat and accommodate different groups and individuals:

- Mindset
- Finance
- Cryptocurrency Investments
- Real Estate Investments
- Business Strategy
- Wellness/Wholeness
- Health
- Nutrition and Detox
- Fitness

Finally, together with my husband, we are planning to start an online Ministry where we will focus on educating people on the Bible through live webinars once a week. We will be focusing on everyday life, marriage and finance and business strategies based on biblical principles. We want this Ministry to be something we can share online, not only with fellow believers but also with spiritual 'seekers'. This will enable us to share the word of God in a very practical, joyful and informal manner, without compromising God's truth. We want to show the love of God to people that have not heard of him before as well as fellow believers who know the scriptures very well. We want everyone to feel welcome and just share the good news of the Gospel with them. We will call our Ministries New Heart, New Spirit Ministries. We want this to be interactive so people can ask questions which we will answer and offer solutions to, to the best of our abilities based on biblical principles. We are sure this will be a very interesting, uplifting, encouraging, educational and eye-opening experience for everyone involved.



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SUCCESS STORY



SANNA
KINANEN

What are three business and life lessons you have learned?

- There is no shortcut to success; you have to be willing to do the hard work.
- Life is a paradox. Many of us are in a hurry to succeed, and so was I. But honestly, the moment I found peace within myself, success started to follow. I found that different situations teach us great lessons in life, but it takes an effort to learn from these lessons, especially if we want to succeed.
- Business is solely about you. It's not about the external factors. I love the quote by Jim Rohn who I had the privilege of meeting before he passed away: "If you work more on yourself than you do on your job, you will succeed." This quote has much power in it!

How did you choose your niche and why?

I started out my entrepreneur journey being very indecisive about what I actually wanted to do. As you may have noticed, I have been jumping from one career field to the other! I have never been someone who "always knew" what profession they had in mind. My path has been versatile (and full of surprises!), which is a blessing since all these different experiences have given me the knowledge to be able to do what I am doing as an entrepreneur today. Ultimately, I did not choose coaching as my niche; it chose me!

What do you think is more important, motivation or execution? Why?

In business, it's essential to have a plan and to stick to it. And you need to work on your plan every single day, even if you don't have the motivation to do it. Realistically, we know that we are human and we have our bad days too. I also have bad days sometimes! The world is changing rapidly, and right now we are challenged to really grow as human beings in our everyday lives. This is why execution will always be more powerful than motivation. You never know what tomorrow holds and you can lack motivation big time. Listening to yourself is important, but it's also crucial to execute your plan.

What inspires and motivates you? What wakes you up every morning, make you get the work done and do it all over again the next day?

My clients are my number one reason for waking up every morning! There is no better feedback than what I get from my clients!

I feel that it's time for everyone to realize that, if you want to be wealthy, you can be. It does not matter what you did before or where you came from. Everyone, even me as a nurse, can be successful, so why can't you?

I also have materialistic goals, but those goals are minor. To be able to afford to buy "stuff" used to be my motivation, but I found that these kinds of goals did not make me truly happy. At the end of the day, it is how many people I have helped that makes my heart smile.

From your experience, what is the best way to market your business or yourself?

I have been involved with many businesses and learned that authenticity is the best way to market yourself. People are interested in hearing your true story. This is it! You do not have to come up with complicated marketing messages, just tell us who you are, where you come from and what you do! And, of course, why buying from you will help me? People will always know when you are telling the truth. If you can't come up with good things to tell other people, you might need to change the business and reconsider whether you are doing the right thing. There should be no problem selling your product if you are offering something valuable, and when you let the world know that you exist.

How do you handle negativity in business and what advice do you have for fellow female entrepreneurs?

It's easier to handle negativity when you accept that some people just are that way. I usually think that those who have something bad to say are the ones that feel the worst inside themselves. This is how I manage to find empathy for people who talk badly about me. As my coaches say: there is no room for negativity, because "garbage in, garbage stays in." This means that it's hard to get rid of negative thoughts, so you have to filter out negative people and those who can't handle you moving forward. It's tough, but that is how the game goes.

What advice do you have for other female entrepreneurs on the same journey as yourself?

Oh! I love talking about success, especially when it comes to females! We women have sooooo much fire within that the world should be afraid of us, don't you think?! :)

Women need to step up and just start doing. We can't be afraid any longer and let our (perhaps low self-esteem?) keep us from being successful! We have to find the power to do things without thinking about what other people would say. Honestly, guys don't think about it either, do they? I would love to see women becoming more and more supportive of each other, and also getting the support we need from men in order to be successful. Admittedly, we can do it without the guys, but it would be a lot more helpful if everyone around would give us support.

Some women tend to be more hesitant when taking the steps they need to be successful, and this is something that women (including me a few years back!) have to overcome. Also, we should not overthink what we are going to do - it is vital to begin somewhere and allow the journey to be your guide.

How do you differentiate yourself from your competitors? What makes you unique?

It's not as hard to differentiate yourself when you stay authentic and tell your true story.

I do not think of myself as a unique person since I know every one of us has what it takes to do great things if only we can find the power within! My aim to be the best coach in my country is something that automatically differentiates me. I spend tens of thousands of euros every year on coaching to invest in myself as a coach, and this is probably something that many are not willing to do. As a coach, I feel I have the responsibility to walk my talk and therefore need to educate myself too. How else can I expect my clients to do this? If I did not want to be the best, then what would be the point of doing it all? And this is how I differentiate myself.

If you could do it all over again, what would you change and why?

Surely there are some things I would have hoped had gone differently. I mean, who wants their business to fail? You may have heard the saying; you should fail fast and go forward; this is what I have done. It is likely impossible to be the perfect entrepreneur and business owner if you hadn't had any failures. This is why I also appreciate the failures. I have learned many great lessons. It might sound like a cliché, but I would not change many things. If I had to name one thing that I would have changed, I would say I wish I hired a coach for myself earlier. It's impossible to achieve great things alone and I could have figured this out earlier. Now I know, and I also know, that it's never a bad time to educate yourself and this is why I never try to save money on education any longer.

What changes can you make to move closer to success?

Success is mostly about the mindset we have and less about what we do. Doing is a very important part, but you first need to have a clear vision of the person you want to become.

We all grow up with different belief systems and behavior patterns that, by the time we are adults, don't serve us anymore. In my home country, Finland, we have taken on the belief that we are a shy nation. So, let me ask you: Do you think that by believing we are shy will bring us any closer to success? The answer is obvious; this belief will only move us further away from success. And this is something our entire nation is brought up believing! A general example is that some people think the rich are bad people. We grew up not even talking about money and rich people. It's easy to say this when you are standing on the one side, but in reality, it is just a belief system that is false.

If you want to be rich and be successful you have to find a way to change the negative beliefs you have; otherwise, your thoughts are contradictory. These contradictions will make it much more difficult for you to succeed. Invest in finding out who you are, what beliefs you have and are not aware of and change them for the better! This will have an enormous impact on your life!

Tell us a bit about yourself and your amazing achievements.

Being a nurse by profession, I have wanted to become an entrepreneur for quite some time. My mom was an entrepreneur and I always admired her drive and dedication. I was also well aware that being an entrepreneur also had its downsides, as I often saw my mom working long hours while maintaining a household. But this never put me off the idea of becoming a successful entrepreneur myself.

I gave up my career as a nurse and started working in marketing and public relations. I have always been social and my existing network has been very beneficial in the industry and to me as an entrepreneur. Soon after, I opened up a restaurant, but unfortunately, this business was unsuccessful. Thankfully I always kept the phrase, don't give up, close to heart and did not let this get me down. I started up an e-commerce business selling maternity wear and baby clothes. I was confident that my business would be a success and was ready to grow with it.

My business became very profitable and I decided to sell it. It was an unconventional business deal, as I sold 100% of the business to a woman who was not familiar with e-commerce yet. She approached me to be her business mentor, so I still generated a monthly income from the business, even though I was not the owner anymore.

By chance, I started investing in real estate. I sublet my apartment and generated a respectable income from it and was soon able to afford to buy another apartment as an investment. My real estate portfolio has been growing since. I am proud that it is now, in less than five years, one of my main businesses. I have found that the property industry is a source of passive income and feel that real estate investing is not a high-risk form of investment. There are still risks, of course, but I am involved in all four asset classes to ensure I don't keep all my eggs in one basket.

Being in business has been a learning curve, and I advise prospective entrepreneurs to invest in business training and coaching. You can only gain from it, and no one can take your knowledge away from you. When you become a business owner, you are in charge, which means the responsibility is on your shoulders and you can't blame others if the business fails. In good and bad economic situations, there is always someone who makes a business great. You will mostly find that these individuals who make a business great are the ones who never blame external factors and they invest in themselves to gain knowledge on how to succeed.

My knowledge in business and investing has expanded tremendously, and I now work as a personal, business and wealth coach. I never before considered coaching as a career option but found that I am very passionate about it. When I saw the impact my mentoring had on my clients' businesses and lives, I realized that it is my calling and my life purpose to guide individuals who are embarking the same journey as me. To see my clients reach their full potential on both personal and professional levels has been very rewarding.

I have another e-commerce business I am attending to while coaching and mentoring and speculating on new investments. I just love doing business, one way or the other!

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SUCCESS STORY

Kelly Anne MITCHELL

Kelly Anne Mitchell is a business strategist and master counsellor who currently runs a premium coaching company focused on elevating driven women into entrepreneurs and leaders in their fields.

Kelly's clients achieve rapid transformation and life-changing results in less than 12 weeks. Her Business Acceleration System helps them activate their unique skills and personalities to create businesses that make them stand out and generate profits. Prior to the commencement of their businesses, her clients often receive new leads and speaking opportunities before they officially launch.

Kelly's blog and featured articles speak to the entrepreneurial journey, real success principles and how to navigate the emotional landscape of a trailblazing woman. Her work has been featured in Tatler, Aquarius, and Goethe magazines, while her entrepreneurial message is expected to reach 10,000 people in 2018 at live events across the globe, including the National Achievers Congress and A-List success forum in Los Angeles in December.



1 Give us a bit of background about yourself and when and how your entrepreneur journey started?

My official entrepreneurial journey began in the early 2000's when I launched my first business in naturopathic medicine. From there I went on to direct and consult at award-winning, A-list luxury health retreats internationally. Around 2008 I entered the world of professional coaching, opened another coaching business and transitioned to manage a faculty of health science at a university. Today I direct my own coaching institute with premier business and coach training programs and VIP transformational coaching intensives.

2 Tell us about some of your amazing achievements?

Everything on my entrepreneurial journey to date happened before the age of 40. I am truly grateful for having an almost 20-year global career from an early age. Opening my institute and having the opportunity to speak to 8000 people at the National Achievers Congress in Australia this year have been some of my favorite moments.

3 How did you choose your niche and why?

I saw how difficult it was for practitioners and coaches who had no marketing or business knowledge to become successful. I developed the Business Acceleration System so they (and other early-stage entrepreneurs) could find their passion, create a unique business model and launch with the right profit building strategy.

I also saw practitioners experiencing difficulty in creating lasting change for their clients without high-level training in coaching and mindset work. They never felt confident enough. A basic education is not enough if you want to get the type of client results that are connected to VIP-coaching and advanced transformations. I combined my four health and counselling degrees, coach training and professional experience to create an accredited coach training program. This program offers advanced skills needed for current practitioners or aspiring coaches to create outstanding client results and receive higher levels of investment as result.

4 What is the hardest thing about entrepreneurship that no one told you?

There is a definite strategy to create and launch a successful business, but not enough people remind you that the common denominator in any strategy, is you. Your mindset, confidence, and self-belief are just as effective as your other strategies, and in some cases more so.

There is a lot you have to test and try out, so your ability to stay the course, receive coaching and become very emotionally resilient is as important as your marketing plan. You need both.

5 What are 3 business and life lessons you have learned?

You have to stop comparing yourself to other people. This breeds inertia in business and insecurity in relationships. When you admire others, it's a sign that the quality you admire wants to become alive in you. You must use that feeling to activate your version of it. Remember, you aren't supposed to be like them, you are supposed to be like you.

The way to move forward is to focus on what you have. You have to stay committed to the process, not just the outcome. This takes daily re-commitment even when you are afraid, and you will become afraid at times. Focus on the positive things that exist and then keep taking the next inspired action. Don't focus on lack, focus on what you have and it will grow.

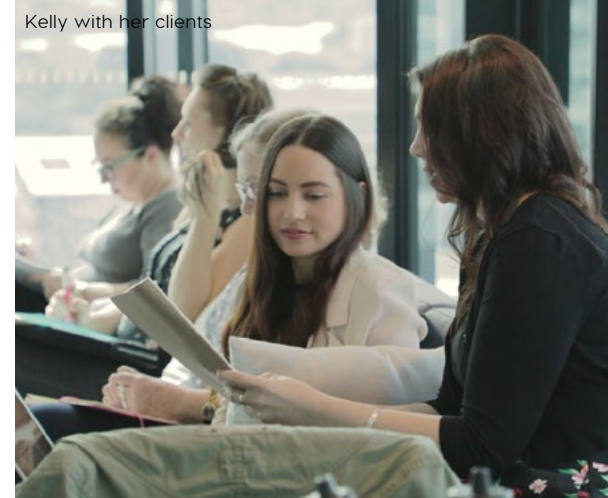
Be yourself. You will not feel free or successful when you are not fully expressing yourself. Everyone believes they have to hide themselves to be successful, but it is the exact opposite. I cannot tell you how many clients find that this is actually the missing piece in both their lives and businesses.

“Your mindset, confidence, and self-belief are just as effective as your other strategies, and in some cases more so.”

Kelly at The National Achievers Congress in Australia



Kelly with her clients



6 What advice do you have for female entrepreneurs on the same journey who want to achieve the same success?

Learn how to brand yourself uniquely. You may have a qualification in your field but that enables you to become a generalist, which is rarely what people actually want to do. They just think they have to because they haven't been coached properly. Even if you don't see it yet, there is a purpose you desire to fulfil. If you are still in the box of 'serving everyone' you aren't following your purpose. It's important to get coached on this so you create a business that is both successful and makes you start every day feeling inspired.

7 You are a very influential entrepreneur. From your experience, what is the best way to market your business or yourself?

It starts with your mindset. You are your brand so you have to determine exactly who you are and claim it. You cannot question your strength and what you are here to do. You must imagine every aspect of yourself; from your habits to your clothes, to your personal energy and beliefs, and step into that identity every single day. You must get very clear on your message and who you are here to serve. In every article, advertisement, meeting, presentation or networking event, you must never forget who you are. Speak and write from the highest version of yourself and you will, without question, attract the clients to work with. And remember, content is king. Never hold back on how much content you offer the world, free or otherwise.

8 What quote do you live by and why?

“The opposite is also true.” This is a lifesaver in both life and business. Whenever you believe you are in a one-sided situation, it is very important to find where the opposite to your problem exists. If you feel inadequate, look for your strengths. If you are judging the negative behaviours of others, look to where they display the opposite positive behaviour. If you feel like nothing is working, make yourself find where it is. The opposite is always true, and when you find it, you will reduce your anxiety and get on with the execution of your inspired work.

9 What do you think is more important, motivation or execution? Why?

I don't really believe in motivation. Motivation is like a pep talk you have to give yourself about something you don't truly value deep inside. Inspiration rather, is like an inner knowing of something you must do without question. I work from that space regularly, however, nothing becomes real without action. Inspiration determines the aligned action to take. Execution grows your community and brings in revenue. You must execute quickly and often to become successful.

10 What inspires and motivates you?

I couldn't do anything else! The work I do doesn't feel like a choice, it feels like a calling. If I were to do anything else, I would feel as though my life would be full of regrets. Potential regret is a very strong driver for me, it isn't an option to give up. My client results are the other driving factor. Everything I create, execute and expand upon is for their results. As a coach, I am in love with creating and delivering content that allows my future and current clients to become leaders in their field.

11 What is the secret to your success?

My strategy looks a lot like this: if you have a problem, the solution exists; you must find it. If you desire a certain amount of money, the way for you to achieve it exists; you must create it. Stagnation happens when you forget there is a solution; there is always a solution. Implement your hunches and don't leave out anything that will make you feel regret. Ultimately, the secret to my success has come down to saying yes. I have always said yes to opportunity and advancement where many other people have said no, because it requires too much change. You must say yes to move forward, and sometimes this means changing your life completely. One day never comes, there is only today.

The way to do this is through a lot of the earlier points I have mentioned.

12 What can we expect from you in the next 12 months?

The next 12 months are going to be very exciting. My Business Acceleration System has gone global, so my mastermind for launching or re-launching your signature business will be taking multiple new groups. My life coach training program will have two intakes and I'll be speaking in both South Africa and Los Angeles on success strategies for entrepreneurs in the modern climate. This will take my speaking audiences to over 10,000 people this year. You'll also see a secret program launching soon, which is a program just for women to embody all the strategies I've mentioned here.

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No longer are gender roles clearly defined, with many homes being a dual income. Therefore, we find ourselves maintaining a household and having a career; managing our business and staff, working in and on our businesses, whilst trying to balance this with spending time with our families and maintaining a healthy relationship with our partners. We endure all of these daily duties while also trying to sustain health and fitness, which often results in the experience of *burn-out*.

In the May edition article, Manage Your Energy and Connect to Your Success, I discussed how we often believe we need more hours in a day, and we believe that, by working more, we will achieve more. While in fact, we can become more productive and successful if we only stop and slow down! I spoke about the power of mindfulness and the neurological benefits of implementing mindful practices on a daily basis - guided meditation, driving to work via a new route, and becoming more aware of those activities we do on *autopilot*. Rather than the over-active stress response your body is currently experiencing, you will learn in time, the *relaxation* response.

I am adding to these practices in hopes of getting more clarity on this subject. Even with mindfulness, many of my clients report an unhappiness within themselves in spite of what they claim to be *having everything*. Why? Usually because there is an imbalance and lack of value and time spent in and on *self*. As a result, there is a tendency to feeling frustrated, unhappy, irritable, tired, overwhelmed and unfulfilled. Your emotions have an impact on everyone around you, and you start *feeding* off each other. For some, there may be a work-life imbalance, with too much value and emphasis on achievement at work - in fear of being out-performed, judged as a woman in male-dominant culture, judged by other women potentially without families, judged by staff, competing with others.... As a result, you may be overcompensating and working too much, resulting in relationship issues with your partner and/or your children. In turn, to avoid that, you may work longer hours and it becomes a self-perpetuating cycle. You are not able to invest time and energy on yourself, let alone your relationship and any quality time with your family. *This* is where the concept of *balance* comes in. There is a need for balance within our everyday activities - work, health, finances, home, career, spirituality, relationships and self/ body. How on earth are we supposed to achieve all of this at once? Guess what? You don't! You simply need to create balance.

We often think we need to apply an equal proportion of energy to each area of value and importance every day even though this is often not possible. You *can* have it all - just not every day! The idea of *lopsided* balance is one where we give priority to two to three of each area of value at a time, knowing that the others will receive their designated attention the next day or week (depending on circumstances). We do this with the knowledge that, over time, all areas will be *balanced out* in terms of attention and focus.

In addition to this, be conscious of the actions you choose in finding this balance. When I refer to *nurturing yourself*, be aware of the intentions of your behaviour. Don't just do things that distract you from stress (like drinking a bottle of wine while watching TV for example).

Do something that will nurture your *soul* instead; something that makes you feel more alive, engaged and energised. Getting out, having a great meal, spending time with friends are great examples. That's not to say you can't drink, but ask yourself: What is the intention of the drinking? Is it a celebration or a coping mechanism? Ask yourself *why*?

In this busy, demanding world, not only do I want to help you to gain a sense of Intrinsic Focus and control in your quest for success, but I also want to make sure you are *fertilizing* yourself. This is an analogy I was once given and I love it. We are like plants growing and giving every day. Yet, without the necessary sustenance the plant won't grow, in fact, it is more likely to wither and die. This is not to say that we will have the same extreme outcome, but we could. Stress can lead to and have an impact on illness. I digress... the idea here is that, like plants, we need *fertilizer* too.

It is important that we don't rely on others for this but depend on ourselves instead. We choose the right activities and mindset to do so, with awareness and consciousness. As part of the process of gaining a sense of control over your life, include bits of *fertilizer* each day to help you continue to grow and thrive. Despite of what is happening in your life - to you and the others in your life - what are you doing to nurture and fertilise yourself? To fill your *well*? What is it that you love to do? What is it that is important for you to do? For yourself and your family and business? Do not stop doing these things as it is this which holds you above water and keeps you going as you strive for success in business and life and with your family. But *there's no time* you say? That is simply an excuse, you need to find the time!

To take this concept of self-nurturing further, we also need to find balance here. This is the *balance* in terms of self; of energy output to all these activities, and investment in self to balance the energy expenditure. This is your balance *within*. Both are important, however I believe commitment to self and living from a place of balance within are vital in assisting you in showing up and remaining authentic to each moment of your day. Sometimes we get really good at supporting ourselves, but in an unbalanced way. We may give ourselves physical support, but not spiritual support. It's important to look at both. Perhaps you exercise too much, almost as a form of avoidance? By *spiritual* I don't necessarily mean religious. I am referring to the energies around you: how much drama are you surrounding yourself with and what type of people do you choose to spend time with?

Consciousness and awareness in terms of where your choices and actions are stemming from, is the key. As we practice lopsided balance or balanced self-nurturing, while trying to manage a family and success in a career, you are coming from a conscious space of authenticity and integrity for who you are and want to be. Coming from a space of love and respect for self and others, you can't go wrong.

Go forth and create your balance within your *self*, your *mind* and your *actions*.

BALANCE

it is not something you find, it is something you *create*

In our May 2018 Edition of Woman Entrepreneur, I discussed time and energy management with you. This month I would like to raise the topic of the ever-elusive concept of **balance**. While there are some similarities in what I am going to write about, there are some differences also, as I see **balance** as incorporating a more conscious mindset in our approach to our daily lives and the way we manage our time and energy. **Balance** is an interesting topic and also one that has come up with numerous clients recently.



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GRANT

CARD ONE

SUCCESS
IS MY DUTY

Grant Cardone is the number one sales trainer in the world and the mastermind behind The 10X Rule - a business implementation guide guaranteed to grow your company by 10X. He is an internationally renowned motivational speaker on business finance and success and real estate investment. Grant is a New York Times bestselling author, well-respected business owner of five multi-million-dollar companies and has a billion-dollar property portfolio of almost 4000 estates and apartment units.

Over the past 30 years, Grant applied himself to learning the ins and outs of business sales, being coachable and being mentored. He spent a lot of time getting to know the right people and getting great at one thing before adding the second.

Grant reckons that there is an oversupply of information available to individuals in business and this data is often conflicting and only causes confusion. As an entrepreneur, you're risking money and energy in hopes of making more money and having more energy. It is crucial to know that it is not about what works for you and what doesn't, it's all about what's working in the 21st century. As one of the world's best sales authorities, Grant Cardone shares his valuable first-hand knowledge and expertise with forward-thinking entrepreneurs across the globe.

What changes have you made within yourself or your company that were the culmination of your success?

Grant insists that, by improving his thought patterns, his business will grow 8X the current year, generating a billion-dollar sales income, as opposed to the previous year's 125 million. He is working on a business model daily that is based on what they did to succeed previously and how they can implement that in order to achieve the same success on a much larger scale in a shorter period of time. "The big has to get bigger" he asserted, "the big thing is why people stay interested. The people that are most excited, that live the biggest lives, are the people who think the biggest."

The second success factor Grant maintains is crucial, is the investment of energy. This energy refers to the day-to-day vivacity and enthusiasm put into the business. "A lot of energy goes into what we do every day so that the people around me feel good about what they're doing every day." It is important to focus on today's energy without revisiting yesterday's actions. Money is also seen as an important part of this energy and, with the same dynamic, needs to be invested in the business' brand, market, and worldwide expansion.

Why do you think women make great entrepreneurs?

"Women know how to make things, because of the way they are put together spiritually", suggests Grant. "You are built to have children, built to populate" he adds in a non-sexist statement. Because women are naturally creative and nurturing, they are more open to adapting and learning. The female sex is more open-minded and loyal, which often results in disappointment and being taken advantage of.

Grant advises female entrepreneurs to be selective about the information they take in and suggests: "you have to start taking advice and make it fit into your life and your business. If you are not able to apply this advice to your business and your life, you've got the wrong advice." He believes you should work on and in your business while concurrently working on your personal life. "Build a business that works around your life, as opposed to the other way around."

"The big has to get bigger"



Why is it important to constantly reinvent and change with the times in business?

"You're going to lose interest if you don't keep up" Grant answers with certainty. By being open to change, you will become more interested in the game you are playing. The inability to change causes boredom in business and, if you don't keep up with the change in technology either, money will also leave you behind.

What uote do you live by and why?

"Success is my duty."

At the young age of sixteen, Grant already knew what their household needed was an income. Growing up with four siblings and being raised by a single mother, an income was a definite shortfall. He says: "If I knew then what I know now, I know I could have helped my mother at twelve years old." He adds: "People need an income. This is the constant, stable datum on this planet. We're an economic planet. People need money."

Grant believes that women are often brought up not to pursue and not being pursued and then they fail to go out and pursue the things they want. He concludes: "There is no success without money. I'm clear on it: success is my duty and it comes with money."

Do you think confident women get perceived as aggressive? Why?

"Sure, they do. So what?" There is no reason to make a big deal about it, Grant states. Ambitious businesswomen are often discerned in a negative manner. Being worried about how you are perceived, gives your gossipers too much value. The thing you should be concerned about is whether they are talking about you at all. "If people talk

about you, it's because you are successful, not because you are aggressive. Nobody talks about a woman that's aggressive that is not successful. If you want something, go and get it." Be open to criticism. If you are not being criticized, nobody knows about you.

Why do you think women never ask for the business at the end of the presentation?

Women tend to operate with the wrong data and often take too long to get to the close of the deal because of this. Start your deal with your objectives and present your goals first. Be transparent about what your intentions are for the deal. This will save you a tremendous lot of time since you are clearly stating what you want out of the negotiation, before running through a 40-minute presentation only to find there is no interest in what you are presenting.

Grant also adds that it is also not possible to say something that can ruin a deal forever. Present yourself, your product or your company with confidence and don't be afraid of saying the wrong thing and don't be afraid to ask. He reckons the concept of "first impressions last" is a myth and that there is always a chance to change people's mind about you.

You often say "stop selling and start closing." What is the difference between selling and closing?

"Dating is not being married" he explains. Instead of trying to sell something, tell your client to buy it instead. There is no need to go back and sell what you offer, rather close the deal straight away. If you believe in the product or service you provide, it is not necessary to justify why you are offering it at the specified price.

As a master of social media, what advice do you have for individuals starting out on social media?

Grant immediately responds with certainty: "Be everywhere. Be everywhere. Be everywhere!" He clearly expresses the importance of being visible on as many social media platforms as possible and being actively recognizable at all times. He refers to the term omnipresence and explains the significance of positioning yourself everywhere all the time. He ensures that, by following this advice, you will be assigned the position of power.

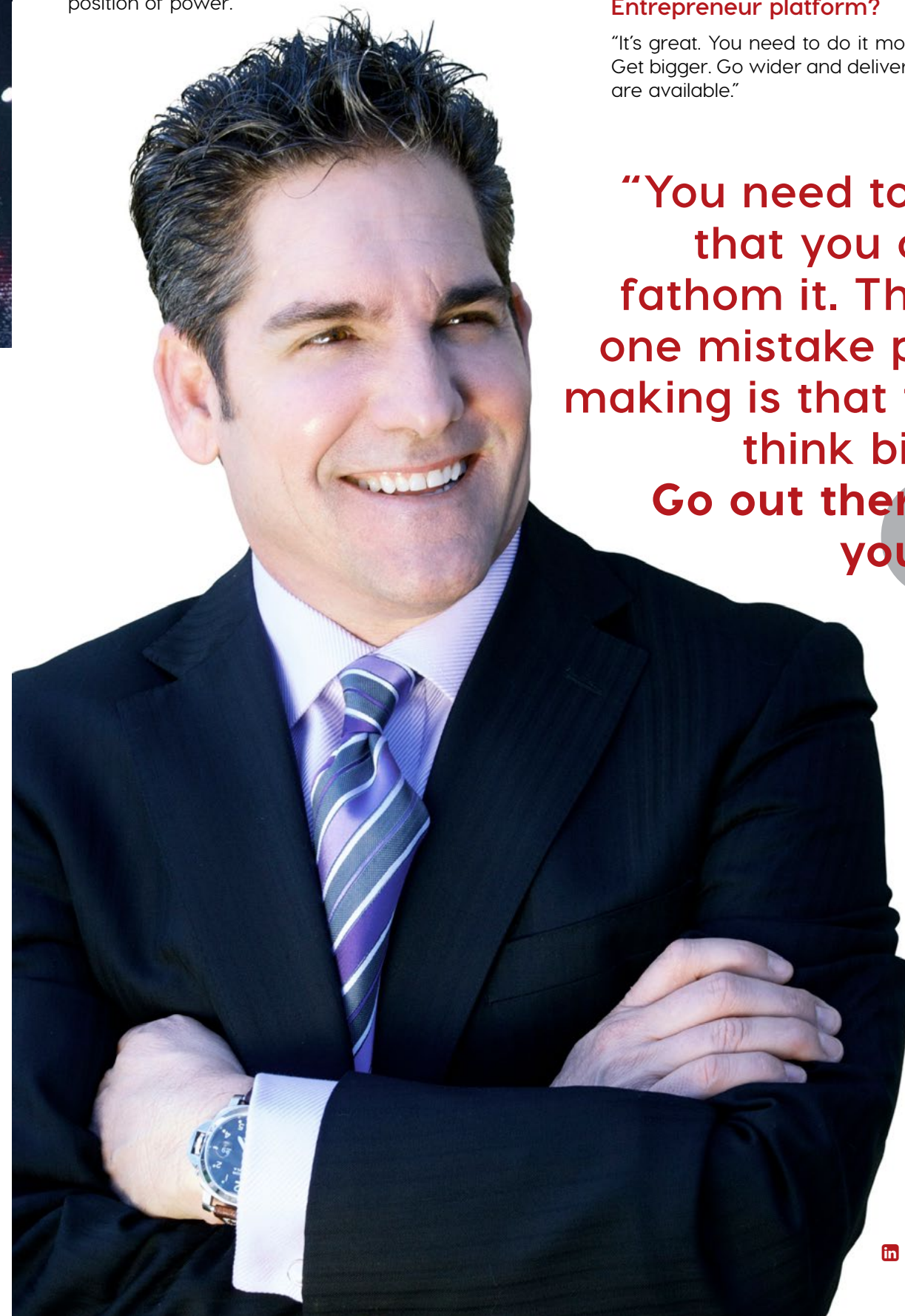
Why is it important to have a business coach?

An objective person sees what you are missing. You can't see what you cannot see and you need someone to guide you. You need to ask yourself a couple of questions in order to have a clear understanding of what it is you want and need from a coach. Which areas do you need coaching in? How many coaches are you planning to have and how will they complement one another?

What is your opinion about the Woman Entrepreneur platform?

"It's great. You need to do it more often – do more of it. Get bigger. Go wider and deliver on all the platforms that are available."

"You need to go so big that you can't even fathom it. The number one mistake people are making is that they don't think big enough. Go out there and get your 10X on!"



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TOP FIVE MALE ENTREPRENEURS
inspiring women to start their own business

David Fabricius discovered his passion for training and coaching at a very young age. While still at school in Africa, he owned and managed his own very successful karate school. Soon, thereafter, he earned 1st place in a Special Forces School Instructors Program. After leaving the military subsequently, he returned to civilian life and found himself homeless. But David was adamant to turn his life around and is now proud to be a world-renowned business coach and motivational speaker. He owns an ever-growing prosperous business and he currently lives in San Diego, California and plans to soon move to the Aventura area in North Miami, Florida. His story is an inspiring rags-to-riches tale that encourages hope and fuels healthy ambition.

How did you get started?

I had to pick up brass shells and dig out bullet tips from shooting range walls and sell it to scrap metal dealers to just be able to buy bread and cabbage. At one point I worked two minimum wage jobs, seven days a week, barely making enough to survive. I was without a car for over a year and had to walk with worn out shoes and socks with large holes in them. It was very embarrassing and hard. From there I went to a Rolex, Rolls-Royce and private jet travel... what may be possible for you? I say; let's find out!

My first event had only 2 participants. Do not let humble beginnings discourage you. Stay the course, reach up and get better.

Why are you passionate about inspiring women?

Women have the ability to transform the world, as they are the most powerful influencing force. My mother set a great example for me: With only two years of school education, she became a highly successful entrepreneur in the fashion industry with a 34-year plus success record. She showed me what a woman can achieve and contribute, and the influence they can have on their children and their communities. This is the reason why I am so passionate about inspiring women to become entrepreneurs and leaders. Women have uncommon levels of intuition, emotional awareness and abilities to connect and communicate. Once embraced, this gives them a competitive advantage in business and life. Our world needs more women in business. Communities will also benefit with more good women in positions of business, political and community leadership.

What matters more, motivation or execution?

Success requires both motivation and serious execution. It all begins with the hunger, motivation and inspiration for success - a powerful compelling why. This is the catalyst and fuel. Execution is what produces results. Both matter greatly and must work in unison.

david

FABRICIUS

FEATURED ON:



What are some of the key business and life lessons you have learned so far?

Success and wealth are possible, even if you have to start with very little. To become world-class and successful in the top 1% level- and to sustain it – one needs the right mindset, skill set, and heart set. All three needs to be well developed and this requires quality training, coaching and the right peer group. Women are awesome and can do this so fabulously well. I always loved, respected, appreciated, admired and celebrated women. I hold them in high esteem. You are sooo fabulous. Truly the crown of creation.

Becoming a world-class success requires saying no to the middle-class, settle-for-mediocrity mindset and raising your aspirations, standards, and association. Success begins with desire, financial literacy, sales training, and four asset class investing with intensive attention to investing in commercial real estate. Foremost, well-located, well-bought, well-managed multi-family apartment buildings, and public self-storage centers. Perhaps later Quick Service Restaurants (QSR) on triple net (NNN) leases as prime examples. I also like silver and gold – especially in the form of 1 oz. coins and 10 oz. bars. I also like flipping luxury high-performance cars and watches as a side-hustle.

It all begins with your personal brand story and brand identity. It must evoke curiosity and have a strong social media appeal. Branding makes your marketing better and must precede all marketing. Marketing with great supporting public relations must precede selling in order to make it easier and more effective. Branding, marketing and selling must work in unison. The ability to sell confidently and successfully is the single most important business skill every entrepreneur must master first.

What are your core business principles and values?

Foremost, help others solve their problems and get what they want. It is what I do in the realm of personal finances. My most important value is caring, it is my dominant spiritual value. When we do business from a sincere place of caring and sell with others’ best interest at heart, people feel this and respond positively. This is the ultimate differentiator and competitive advantage. For me, it is a non-negotiable value. I am all about caring and contribution.

Three billionaire mentors taught me to always honor the spiritual dimension of *everything* – relationships, business, money, food, sex. At the core of this is love, caring, empathy, compassion and benevolence. Not as a weakness but as a strength. Success requires all of these. You must care enough to want to help people solve problems and be ambitious enough to want to sell. It is all about purpose, meaning, fulfillment, joy and legacy. In the end it is about the positive difference we can make together.

What inspires you?

I am inspired to make the process of wealth building simple and doable for many people globally. My mission is to show people how to become highly successful at selling with heart, and how to invest more effectively in commercial real estate for lifelong passive income – financial freedom.

I know what it is like to live on the street; broke, lonely and hungry. I also know what it is like to buy a Rolex, a Rolls-Royce and stay in the presidential suite at the Bal Harbor Ritz Carlton in North Miami. I learned the magic combination that unlocks growth, success and prosperity. It bothers me to see people, women entrepreneurs - moms especially - struggle financially. I know the pain of financial struggle intimately and do not want others to endure the same suffering. Especially not since I know exactly how to help them blossom, thrive and prosper. I feel it is my duty to help them.

My Money Event and Wealth Made Simple System™ with its trademark Core 7 Model - The Fabricius Method - was not created overnight. It was developed over three decades and is the outcome of a lifetime in sales training and the real estate education industry. I feel people should not have to experience crippling debt and end up broke just to gain financial literacy and that effective training and coaching should be affordable - not overwhelming.

I am grateful to have Jessica and other fabulous women on our team. Without Jessica as my inspiring muse and wise partner I could not have achieved the 6763.94% growth I did last year, nor the 470% growth we were blessed with in the first quarter this year. I am inspired by, and grateful for our exponential growth and I want to show as many people how they can do it too.

What has been your greatest failure and what lessons have you learned from it?

When you see pictures of me with my beautiful Jessica, wearing \$5000 plus bespoke blazers and suits, traveling in luxury, dining with billionaires and famous influential people, you could easily think I got lucky or mistakenly think I inherited a fortune, yet the truth is the exact opposite. This is why I stand for courage, empathy and compassion; opportunity for the underdog.

I started with nothing and I made many stupid mistakes and failed miserably along the way. I have been broke and homeless - twice - and had five intense near-death experiences along the way. As a kid I was confined to the “sick, lame and lazy” squad and told repeatedly that I will never amount to anything. Shock your naysayers and delight those who depend on you. Never give up, be flexible in your approach, but persist! Begin something that matters and stay focused.

How does one overcome hardship?

You overcome unfortunate situations by digging deep to find your why, by committing and resolving to make your mark in this world without leaving a scar. Also, by being a contributor to society, a giver and not a taker.

If you learn and apply my Core 7 System™, you will master the ability to focus on your use of time, your energy, your relationships, how you use money, your branding, marketing and your ability to sell. The Core 7 System™ will aid you in investing successfully in commercial real estate and will help you find your own balancing point in optimized work-life integration. Success requires you dialing in all these vital areas and maintaining them at a high level. It is what I coach people to do, and certify coaches in.

Write down your goals and visualize it happening while living them. Every morning and at night - even when you feel discouraged. This will re-fuel you. Napoleon Hill taught us that, and *Uncle G* reminds us about it often. *It is true.* My key differentiator is always how much heart and caring I bring to my clients and students. It is a difference that must be experienced.

I always loved, respected, appreciated, admired and celebrated women. I hold them in high esteem. You are sooo fabulous. Truly the crown of creation.

What is your secret to success?

To succeed faster and to become a global influencer in today’s digitally connected world, you can and must use the power of Facebook and Live Casts to connect with people. Podcasts are also very powerful. Get featured on as many as you can and also produce your own. Public speaking is the ultimate marketing strategy. Use education-based marketing and consultative selling.

Brand, market and sell. World class branding and marketing is a must, and sales mastery is the golden key. Invest in branding, marketing, and high quality sales training and on-going coaching. Set targets and go for it. Measure your results.

Dress up, show up, eat with the right people, and always add massive value with deep caring, passion and love. Offer compelling bonuses.

Sell enough to have surplus money, invest up to 50% of your surplus income into passive income-producing real estate, and invest a little bit in physical silver and gold. Maybe flip some sports cars, and luxury timepieces also, but always make rental real estate for passive income your number one focus first. Above all, out-care your competitors. Stand for something. Your excellence will grow out of your caring, as will your influence and your wealth. Make relationships, sales, and investing and re-investing in real estate your core focus.

Get an inspiring mentor. Use daily strategic time blocking. All this, collectively, is the secret to success and building wealth. There is not just one thing. If you are looking for a single secret, it is my Core 7 System™. Success comes from applying all seven things in my system consistently.



David Fabricius started out his adult life owning a plastic milk crate as his only piece of furniture. Shortly thereafter he managed to buy a Vespa scooter to use as transport. After applying himself to his aspirations of becoming a thriving businessman, and went on to own a Rolls Royce, and to travel the world as an internationally recognized motivational business speaker for the Young Presidents Organization (YPO), Entrepreneurs Organization (EO), the International Institute for Management Development (IMD) and other elite groups across five continents. He is a contract sales trainer for Fortune 500 Corporations, including but not limited to Microsoft, Motorola, Mass Mutual, Lucent Technologies, Lexmark and educational groups such as The Philips School Of Business at High Point University, Rich Dad Legacy Elite Education, and Fortune Builders where he earned 35 consecutive standing ovations - and counting.

“Women have uncommon levels of intuition, emotional awareness and abilities to connect and communicate. Once embraced, this gives them a competitive advantage in business and life. Our world needs more women in business.”

David Fabricius' Achievements

David's achievements include being nominated for and a finalist in the JCI Ten Outstanding Young People of The World and was made a JCI Senator for personal excellence, leadership and selfless service and contribution to humanity. He has twice been the keynote speaker at the Swedish Future Leader Event, and Ten Outstanding Young Persons of The World Award function in Stockholm.

David Fabricius is also the recipient of The Key of Freedom from The City of Miami and earned a US O-1 Special Talents & Extraordinary Abilities Visa, and received his US-Citizenship in 2018. David Fabricius is an award-winning entrepreneur, award-winning speaker, and recipient of the TOP 1% Coaching Mega Entrepreneur North America Award.

6763.94% + 470% Growth: How you can achieve this now!

My top coaching client to date lost 16 pounds of unwanted body fat, raised \$600,000 in capital, and closed 4 successful real estate deals in the first 30 days of being coached by me. Imagine what is possible for you? I can show you how to produce inspiring results fast. Will you be my next star student and my greatest success story – ever?

I want you to join our prosperous family and for you to become my coaching success story. We are looking to collaborate with great women across the globe - as promotional partners, brand ambassadors, guest speakers, event staff, and as certified coaches in Europe, Australia, Asia, the USA, Africa and beyond - especially in countries with languages foreign to me. Join us today, you will be glad you did!

David is an eminent YPO speaker with an 18-year success track record with YPO globally. He has shared speaker's programs with the likes of Sir Richard Branson, The Bishop of London, The Governor of the Bank of England and The Dean of The London School of Business. Furthermore, David was a speaker at YPO London at the invitation of billionaire Lord Karan Bilimoria - Commander of The British Empire, University Chancellor and Chair YPO London.

David has also shared stages and speaker's programs with John Travolta and Mel Gibson - who he both interviewed - and with JT Foxx, Robert Kiyosaki, Gene Simmons, Dr. Nido Qubein, Hugh Hilton, Christy Brinkley, Bethenny Frankl, Bret Michaels, Frank Shamrock, Forbes Riley, Vanilla Ice, Apple co-founder Steve Wozniak and many more business icons, tycoons, and celebrities.

“My top coaching client lost 16 pounds, raised \$600,000, and did 4 real estate deals in 30 days.”

Our mission is to empower millions of people - especially women, to build greater financial security, financial freedom, and financial peace of mind and happiness for their families and themselves. You too can do this so much faster, better and easier than ever before!

Who has been your role-models, mentors and coaches so far?

I have had many and it has had a massive impact on my life. I stand for giving people credit and I am very grateful for all my role-models, mentors and coaches, and promoters that have helped me to get to where I am today. People such as predominantly JT Foxx, and then Robert Kiyosaki, Grant & Elena Cardone, Tony Robbins, Zig Ziglar, Jim Rohn, Brian Tracy, Tom Hopkins, Ann Sanfelippo, Francie Baldwin, Cherie Eilertsen and many, many, many more. Role models, mentors and coaches are very important. It can make all the difference and get you to greater success much faster. Give yourself this gift today. One great mentor - a Yoda - and several great coaches is the way to go.

For Jessica and I, Grant & Elana Cardone are inspiring role-models as a power couple and JT Foxx as a coach and promoter has done more for my brand than anybody else before him. George H. Ross, Hugh Hilton, Dr. Nido Qubein, Darren Hardy, Roger Love, Russel Brunson, Brendon Burchard, Jeff Walker, Frank Kern, Hannah Kathleen, Manny Lopez, Jeff Lazarus, Steve Olsher, Than Merrill, Paul Esajian, Konrad Sopielnikow, Charlene Johnson, Forbes Riley, and others also made a distinct contribution to my thinking; and, ultimately, Jessica is my greatest inspiration and support.

When one starts out as an entrepreneur and new commercial real estate investor, you really don't not know what you don't know. We are often ignorant and have blind spots and weaknesses that cause a chokehold and, until a great mentor and the right coaches bring awareness, transformational healing and growth through their insights, perspectives, strategies and belief in us, we remain stuck. The greatest mistake entrepreneurs make is to try and do it alone. I want to be that mentor-coach for you. It is what I love doing. Helping entrepreneurs, especially female entrepreneurs, grow, thrive and prosper.

My coaching system is based on the core principle of whole-person development - The Vital 7™ - financial, spiritual, mental, emotional, physical, social and sexual. We dive deep into all seven these domains because they are all interconnected. When you master The Vital 7™, you master life. We typically begin with The Big 3 - Finances, Wellness & Relationship Bliss. What is the conversation you need now? Sometimes one conversation can change everything. Our focus is to put more money into your life, help you look and feel better, and find and enjoy lifelong love and happiness. This is what we want for you and want you to help us to help millions of other women find this too.

Let's do it together.



CONTACT DAVID AND JESSICA



Jessica and I are ready to welcome you to our family. We are going to do something very special together - starting with **you**. We are looking forward to hearing from you **today**.

#WealthIsPossible
#FamilyForever

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TOP FIVE MALE ENTREPRENEURS

inspiring women to start their own business

From the beautiful city of Montreal, Canada, Pietro Savvides is an international real estate investor and property consultant. With a vast background in construction and property maintenance and renovation, Pietro prides himself on always making sure his projects exceed building standards and expectations and strives for building lasting professional relationships based on integrity, loyalty, and trust. His business goal is to give guidance to prospective property investors so they can enter the real estate field with peace of mind and assurance that their investments will be successful and profitable. Pietro is always delighted to share his journey as an entrepreneur with like-minded individuals and happy to share his secrets on success with our readers.

The first paying job I ever had was washing dishes and mopping floors. When I was in high school, my father was a part-time real estate investor. He would buy run-down properties and have my uncles, who were carpenters, renovate the buildings. After school and over weekends I would try to help them, but I was more of a disruption than assistance.

After I graduated from high school, I faced the tough decision of “what do I want to do with my life?” I asked family and friends for their input, but their suggestions didn’t appeal to me. I sought advice from other people and ended up in my high school counselor’s office. He told me not to worry if I hadn’t figured it out by the time I started college, I should simply register for social science studies which will help me to make a final decision.

Several years later with a college diploma that did not contribute to my career that much, I realized that I still found myself in the same position where I started the moment I finished high school. Years were flying by which was a big wakeup call for me to take charge and do something with my future. I wasn’t prepared for what life was about to throw at me at all.

Faced with the exact challenge I had a couple of years ago, I decided to approach the college counselor for guidance. She proposed a three-year carrier trade programme, reassuring me that I am guaranteed a job after I graduated. There were three fields to choose from Mechanical, Civil, and Electro-technology. This was in the early nineties and there was a big buzz around electronics, which made my decision obvious.

At this point I was motivated, I had a goal to work towards and mission to succeed in my studies. Three months before completing my Electro-Tech program, a fellow student sitting in front of me raised his hand and asked the professor one question that had me rethink my entire future. He asked: “Sir, what salary should we expect after we graduate in 3 months?”

The professor replied: “35,000\$ a year.” I had never really put any thought into it, but this was most certainly not the answer I was hoping to hear, and far from my expectations. I replied: “How can this be? All this hard work studying day and night; this is not fair.”

Moments later, I asked another question: “How can we earn more in the real world, say 100,000\$ a year?” The professor replied: “You will need to be in sales.” I still remember that day as if it were yesterday. I was disappointed and unprepared for the change I was about to make in my life. I was 24 at the time, had no money and lived at home with my parents.

I thought about it long and hard and finally concluded that I did not want to go back to college. I guess I burned down my bridge for that decision! It took me several days before I figured out what I was going to do. I decided to take the carpentry skills I had acquired from observing my uncles and go into the construction industry. From a young age, I loved playing with tools and managed to accumulate them throughout the years.

I promised myself that if I was going to be in construction, I had to go all in and create a company with insurance and all the appropriate government licenses required to be a general contractor. I was excited and nervous at the same time because I had finally taken my future into my own hands. I had a vision that I was determined to follow; of having many employees, trucks on the road and satisfied paying clients.

“I was excited and nervous at the same time because I had finally taken my future into my own hands. I had a vision that I was determined to follow.”

I started offering my services to people I knew and got my first contract from a German woman named Claire. She was a real estate agent and told me she had a hard time selling her client’s house because the kitchen was outdated. I offered to take a look and give her a quote. We agreed on a fixed price, and two weeks later I had my first satisfied paying client.

A portrait of Pietro Savvides, a middle-aged man with dark hair, wearing a dark suit, white shirt, and a bright red tie. He is looking off to the side with a slight smile. The background is a blurred cityscape with tall buildings.

PIETRO savvides

Please share some of your amazing achievements with our readers.

1st Amazing Achievement

Several years after I started my construction company I realized I was continually chasing contracts, and if there were no contracts, there was no money. Another issue I was confronted with was that there were gaps between contracts lasting between several days to a week. I decided it would be more profitable to buy small residential properties that needed work, and when we had gaps between contracts, I would bring my workers to repair the houses. I bought my first house in 1996, two years after starting my construction company, with an 8,000 dollar down payment on my credit card.



2nd Achievement

I expanded my gap-filler projects by purchasing duplexes because my workers would repair the smaller houses too quickly. At the time I would hold on to the houses and duplexes because the economy was more of a buyer's market. I had a client who was a real estate investor with a sizable portfolio. He would only reach out to me for my services when he needed technical work done, work that his handymen could not do.

When I would go to his office on the roof of an apartment building he owned, I made an effort to get to know him better and would ask him questions on real estate. He would always tell me "Pietro, you're wasting your time with small projects, you're always going to be a janitor for your properties." He once told me that when I was ready to take the leap and invest in bigger properties I should let him know.

This resonated with me for several years, until one day I had the courage and determination to grow. I called him one morning and when he answered I shouted out loud "I'm ready", he replied "ready for what"? "Who is this"? I reminded him what he had proposed to me a few years back and I mentioned that I was ready to take the leap in getting involved with bigger real estate projects. He gave me an address and told me to meet him there at 5:00pm that same afternoon. I headed over to meet him, and as I was approaching the address I could see a man leaning on a burgundy Jaguar looking at the building. I arrived and parked my pick-up truck behind his Jag, nervous and not knowing what to expect. He looked at me and said "Isn't she beautiful?"

He tells me, "Pietro this is what you will do. This building has 24 units. 23 of them are one-bedroom apartments, and the apartment on the ground floor has two bedrooms with storage rooms that you don't need. Create two more units on the ground floor, start renovating the vacant units and offer them to the existing tenants for more money. Once those tenants move into the renovated units, renovate the empty units and ask for market price. Your goal is to increase the total revenue of the property so that you can approach the bank for more money."

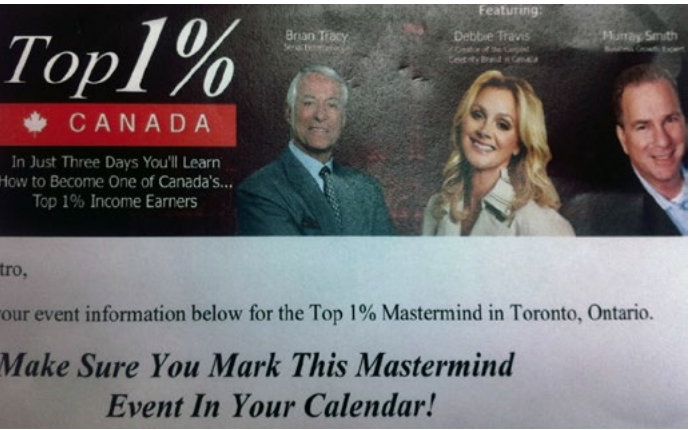


At this point it all made sense. "One important thing," I replied, "I don't have the capital to buy this property." He proposed to sell the building to me by giving me a mortgage at 8% annually, and pay him when I mortgage the property. I followed his instructions, and a year and a half later I mortgaged the property and paid him back. The mortgage covered all the money I had invested in the renovations. I then took on much bigger projects and gathered a sizeable real-estate portfolio.

3rd Achievement

After years of investing locally and efficiently managing my properties, I reached a point in my life where I no longer needed to prove my self-worth. This resulted in me getting too comfortable causing stagnant growth. I soon started losing interest in what I was doing and decided it was time for me to find something new.

I searched the web for new ideas and stumbled upon an advert that said: "Top 1 World Tour." It was a three-day event in Toronto that claimed will change the way in which you do business. As a bonus, you get a picture with Debbie Travis. I had nothing to lose and attended the event. At the event, the speaker kept referencing a person named JT Foxx, who was hosting an upcoming event in Chicago called Mega Partnering 4. The Chicago event was where the next chapter of my life started. I eventually got to know JT Foxx and started getting coached by him. He made me think beyond my local business and transformed me into an international investor.



Name three business and life lessons you have learned on your entrepreneurial journey.

A valuable lesson I have learned is the ability to achieve work-life balance. Ideally, the aim is to find a soulmate that would be supportive and comes from a family with values. Building a business and having a family requires both you and your partner to share the same vision. There must be a mutual understanding of the direction you both want to go and the goals you are working towards. There is nothing wrong with working hard in and on your business, but it is essential to take time out to build on your family relationship too.

Another lesson I learned in business and life is that you need to have set values and principles you adhere to. I'm not saying they should be written in stone; you can add and adjust accordingly as you go along. There will always be distractions and people of influence that will cross your path, and without set values and principles you may encounter trouble.

Another vital life lesson is to do what you say. When you promise something to someone or say you are going to do something and you don't, the relationship you have been building on will start to break down. For example, you and a client had a verbal agreement on an extra service that was not in the contract, or you promised to do something for your significant other or your kids, but then you fail to stick to your word. This will damage your brand and relationships. Even your kids will start to create an image of who you are and categorize you, whether you did it intentionally or not. The lesson here is to think before you speak and don't make promises you can't keep.

What are your core business principles and values you will not change or give in to?

Principles and values are the main ingredients to achieve a sustainable reputation and brand. My most important principle in business is integrity. I had lived most of my life with this principle, although I only discovered the actual value of integrity in my thirties when a friend and business associate asked to meet with me to present a business opportunity. His business proposal was an interesting Multi-Level Marketing (MLM) for a utility provider. One of the things that appealed to me was that it offered third-party natural gas services. I liked the business concept and saw the potential, so I agreed. In my construction business, potential clients would contact me through advertising or referrals when they needed something done. If they liked me and the price was right, I would get the contract. With MLM this was different. I had to call people, make appointments to meet with them and offer them the services or the business opportunity. I realized the meaning of integrity when people I knew would arrange meetings with me and not show up; tell me one thing and do another. It was frustrating and disappointing at the same time. This brings us back to the lesson I touched on earlier; don't say you're going to do something and not do it.

What do you think is more important, motivation or execution? Why?

I believe they go hand and hand; without motivation, you have no execution, and without execution motivation is useless. For example, when things need to get done, like calling prospective clients or even collecting past due bills from clients, the person doing the calling or collecting needs to have a reason for calling. This reason could be in the form of a quota that they agreed on for the job, a reward or bonus for the number of prospects that are recruited.



Principles and values are the main ingredients to achieve a sustainable reputation and brand."



"You will be amazed at how cooperative people can be when you take a sincere and genuine interest in them and ask their valued opinions."

What is the secret to your success?

There are three secrets to my success which I call principles:

The three secrets I'm going to share with you are not only for property investors, although they have been fundamental in my success. They also apply to any business and no matter what country you're in, or what level you are at.

Set higher standards

Think long term for excellence, quality and integrity. Many people are short-sighted and don't think of the longterm, which affects your brand, and your brand is your reputation. I want to be known as somebody that delivers quality projects, exceptional products, and a high standard. In the long run, I believe the standards of excellence are what add value to your reputation.

So, let me give you an example of a property of what we did. In realty, either construction or renovations, there are typical building codes and building standards. My philosophy and my principle have always been to build above the standard; profitably without compromising quality. The reason we build above standard is that it prevents a lot of problems and saves you money in the long term because you're less likely to need repairs, and it uppers the value of the property. Let's face it, who likes to deal with tenant repairs all the time? We renovate or construct the property to have the least amount of maintenance in mind.

Build key relationships, with key people, and always come prepared

Build great long-term relationships with key decision makers so when you need something for a project you can reach out to them. What I mean by coming prepared is when you're planning to do a construction or renovation project, there's a lot of regulations that can delay your project, such as permits,

licensing, contracts, and city councils. Sometimes we try to get away with things, like avoiding proper procedures, because they are tedious, hoping you don't get caught cutting corners. By doing this, you are setting yourself up for failure. I have all my permits, certificates or licenses in place ahead of time, if for any reason a city inspector or government official shows up. Speaking of city officials and inspectors, one of the things I learned to do is to build a stable relationship with the key decision maker in the planning department and get them interested and actively involved in my project and to not treat them as a political bureaucrat. You will be amazed at how cooperative people can be when you take a sincere and genuine interest in them and ask their valued opinions. A city official can be your best friend or your worst enemy, and the choice is yours. If you choose to treat them like a bureaucrat you're going to get headaches, stalls, delays, and sometimes they will shut you down. On the other hand, if you treat them as human beings, take an interest in them and value them, you could help each other out and have each other's backs.

The importance of having an investment partner and a coach

No matter what you do, you are going to need a team; and you're only as good as your team is. The strength of the results you provide and the strength of the standards of excellence you set for yourself, that's your reputation. You're going to need an investment partner who has skin in the game and a real interest in seeing you succeed. Your investment partner has also to be financially invested in your success. My investment partner once told me "Pietro, whatever you do, I will back you up." And those words alone gave me the courage and strength to push forward.

How do you choose a coach? You find someone who has bigger and better success than you. A person that knows all the pitfalls knows the way and can set the example.

What inspires and motivates you? Why do get up every morning, get the work done and do it all over again the next day?

This is a great question, and I must admit there are days when I need to remind myself of the exact thing. It all comes down to goals, and the bigger and better my goals are, the harder I work. Goal-setting plays a vital part in my successes, which eventually leads to a bigger goal. One thing I realized is that goals can change and sometimes be for the better. As long as you keep setting goals that are better than the previous ones, you're all set.

What has been your biggest fail to date and how did you overcome that and what did you learn from that?

A massive fail to date that I have experience involved a real estate project I was involved in. The biggest regret I had was mostly the duration I had to hold on to it to make it economically feasible. I was offered an opportunity by an investor/owner who I had dealt with successfully in the past in other real estate deals.

This deal was structured in a way that I would manage the 100-unit property and have the option to buy it five years later. When I visited the property, I was almost immediately put off by the poor maintenance. I concluded that it would take a lot of effort from my team to maintain the day-to-day operations. I expressed my concern to the investor and told him that I will pass on this opportunity. That didn't stop the investor; for 3 weeks he tried to convince me that I'm making a big mistake.

Long story short, he made me an offer I couldn't refuse. He basically said that he would loan me the down payment and that I would only have to pay him after financing the property in 5 years. I reconsidered and concluded that I had nothing to lose. I made a deal with the investor that if, I were to take on this project, I would need an external team. I already had a team in mind to handle the day-to-day management, which was something I didn't have time for. I offered this team a percentage of ownership in the deal. The investor agreed and we were off to a good start. One year into the deal, the building was severely damaged by a fire. This happened during the month of September, so winter was around the corner. After numerous negotiations with the insurance company we concluded that the insurance money would not cover all the work that was needed, so the investor/owner offered to back me, and to provide the money needed to complete the project.

Near the end of the project, in late 2008 when the economy in the USA was collapsing, the investor panicked and told me he would not finance this project anymore. At this moment in time, I needed a little under a million dollars to complete the project. I was challenged by the decision to either complete the project with my own funds even though I didn't own the title of the property, or to give back the keys and walk away.

I thought about it hard and decided to use my own funds to complete the project. I realized later that one of my strengths is, when I give my word to someone, I go all the way to keep it, and eventually, I had to buy out my partners. So, I started off with a project I initially didn't want to manage and ended up managing and owning.

The lesson here is sometimes deals don't go as planned and are derailed by external factors. There will be times when you need to decide to either stay or walk away. And, walking away has nothing to do with giving up, it comes down to a business decision you have to make.

What legacy do you want to leave behind?

When it comes down to a legacy, I want to be remembered as being a kind and fun person; a successful person that inspired many.

What quote do you live by?

"You need to be uncomfortable to live a life of comfort."

What advice do you have for female entrepreneurs on the same journey as you who want to achieve the same success?

The best advice I can give is to go out there and give it what it takes.

How do you differentiate yourself from your competitors, what makes you unique?

People do business with me because of who I am; it has nothing to do with the competition. The key is to be yourself and let people know you exist.

What is the hardest thing about entrepreneurship?

The hardest thing about entrepreneurship that no one will tell you is you need to have some guts and take calculated risks.



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The Planning Stage: Your First 30 Days:

- 1) What is your company's mission statement?
- 2) What is your vision statement, your company's roadmap?
- 3) Have you established S.M.A.R.T goals for your business?

Next, go through the five steps to starting a profitable business:

- 1) Define your business and explain it in 15 words or less.
- 2) Outline very clearly your defined target market that goes deep and not wide.
- 3) Establish your credibility as an expert in your field.
- 4) Research and start engaging your target market in your business.
- 5) Hire a coach to help you navigate the new entrepreneurial waters.

All these principles have been defined in the April and May editions of Women's Entrepreneur Magazine, so if you missed them and want the full definitions, processes and details, check them out at, <https://www.womanentrepreneur.co>

Now you are ready, let's dig in!

1) Building your personal brand, the first thing you need to understand especially when starting out, customers and clients buy you, not your product or service. They buy you. What do you stand for, what makes you different from anyone one else, what makes clients say, "I need you in my life?"

This is a hard process, we are so accustomed to introducing ourselves as a product and feature of our business and not who we are. This is going to take some soul searching and patience. You will need some guidance from coaches or those who know you best to really see who you are, the authentic you. It is probably not what you thought it would turn out to be. I am guilty of this, whenever I met anyone at a networking event I would introduce myself as a consultant and speaker. Well, if you type in consultant and speaker into a search engine, there are tens of thousands of them. Why people believe in me is because I am an expert in relationship capital and can introduce them to difference makers for them and their business. Sure, I have the experience, degrees, and functional knowledge but what makes me different is I am a connector. I relate to people with empathy by listening in order to drive them forward. What is your gift? Think of one or two things you are known for and how you can promote this as a part of your unique selling proposition for your business and in all your messaging. Build all your messaging with this expertise and authenticity in the forefront while delivering the business.

2) Now it's time to look externally. What are you up against? It is time for some competitive analysis. It is important to understand where you stack up against the competition. Doing an intensive swot analysis could prove to be the one exercise that allows you to shine over the competition due to the crucial insights uncovered.

What is a SWOT analysis?

SWOT Analysis is a useful technique for understanding your Strengths and Weaknesses, and for identifying both the Opportunities open to you and the Threats you face. Used in a business context, it helps you to carve a sustainable niche within your market.

S – Strengths, this is an internal deep dive into your business where you identify your biggest strengths you can offer the marketplace and where you identify what makes you different.

W – Weaknesses, this is also an internal look into where you are by being honest concerning the areas you need to work on and where your competition may have an advantage.

O – Opportunities, now we are going external, outside your business to see where there may be untapped white space or a place where your unique selling proposition gives you one leg up on your competition. This is a great place to think about innovation and how to expand your product or service tree based on what you uncover.

T – Threats, this again is external and a deep analysis of where your business can be threatened or vulnerable based on offerings in the industry and within your competitive set.

3) Research, research, research... Please don't skip this step, this will save you money and time and perhaps your business before it ever gets launched. Attend industry conferences, research competitive websites, locations, and products. Start subscribing to industry publications plus overall business publications, such as the Wall Street Journal so you can stay ahead of trends and learn from adjacent industry's best practices.

4) Begin to determine your company's top competitors (4-6 competitors).

Set up criteria or a dashboard of comparisons; choose different variables to use to compare, such as strengths/ weaknesses, price, product quality, exposure, brand reputation, etc. Setting up a dashboard allows you to compare your offerings to theirs and keep track of changes in the industry, so you can be the disruptor and not get disrupted. You can use this data to uncover white space for innovation, additional revenue streams both active and passive, then go to market. Uncover what projects your competitors are targeting to launch within your market segment; assess if you can develop an offering that can take clients away from them because you were faster to market with a more targeted product line or service.

5) I think we have finally made it and now it's time to let the world know your business is ready to take the marketplace by storm and you have what they need and want to solve their problems. It is time to start crafting your messaging to your audience. Take all the upfront work you have done and start thinking about how your target audience would search for your product or service. What problem are you solving and what key words would your prospective client type into a search engine to find you? Be very specific and make sure you and your business alone can own your message. The message should resonate with your audience and offer solutions no one else can, in your industry or competitive set. Once you know that we can start the marketing process.

Now your business is at the official start line and ready to accelerate forward, you will be turning those passions into profits in no time!



5 PROVEN business strategies that will accelerate your business fast

What keeps you up at night, especially with your new business venture? You were brave and decided following your passion was driving you to leave your current occupation or invest in a new opportunity. When it comes down to it, the financial burden can be daunting. I always tell my clients you must be comfortable with being uncomfortable especially when owning your own business, but the question remains how do you accelerate your business? You want to push yourself but not to the point of lying awake every night waiting for the business to take off. In order to keep motivated, you need to begin seeing a return on your investment and a bit of revenue so your cash flow keeps you in business and not running for the hills back to the comfort of corporate America or your last circumstances.

In past issues, we have discussed the planning stage for your first 30 days before you can accelerate let's recap and make sure you have a checklist before you start spending money on your new venture.

ABOUT THE AUTHOR | Michele Malo - Your Business Accelerator



Michele is an Amazon best-selling author, speaker, master connector and business expert. She is the Master Marketing Consultant at Michele Malo, Your Business Accelerator, where she identifies, strategizes and advances businesses by breaking down barriers through communication. Michele pulls from 18 years of Fortune 500 corporate experience and five years of being a successful serial entrepreneur to help accelerate your profits within a year of taking on her program.

As a powerful and polished speaker, Michele inspires audiences with her personal story and proven strategic principles to help guide audiences to a better, more fulfilling life and career. She provides listeners with actionable tools and takeaways based on extensive research and education, delivered with sincerity, compassion and humour.

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Erna Basson, founder and editor of Woman Entrepreneur Magazine, had the privilege of doing a podcast interview with multi-talented, multi-millionaire, Anthony Lolli. He shares his well-respected opinions on real estate investment, his career experiences, business advice, and his opinion on why women should be in business.

TOP FIVE MALE ENTREPRENEURS
inspiring women to start their own business

1 Please tell us: Who is Anthony Lolli?

I am a guy who's the son of an immigrant. My mom was from Ecuador and came to the United States with 20 dollars in her pocket. She had to give the only 20 dollars she had to a person to stamp her visa so she could stay in the United States. She lived in an abandoned building, worked in sewing factories they call sweatshops, and eventually, she became a beautician. My father of Italian descent was a World War 2 Navy Veteran who became a public-school teacher and eventually moonlighted as a street entertainer. He had a big blue and gold macaw and he would dress up like a sailor and take people's pictures with the bird and a Polaroid camera.

So, those were my parents and I grew up from very humble beginnings. I had a childhood experience that changed my life forever and made me want to become a multi-millionaire and make sure that my parents could live a very comfortable life. At the age of 19, I decided to get into real estate and by the time I was 23, I was a multi-millionaire. I started a real estate company and franchised it to 70 locations. I started a real estate school and gave it to my parents. It became the second largest real estate school in New York that licensed over 40,000 people to get into the real estate industry. I have an entertainment company. I invest in small films and projects and movies. People use my home, the Lolli mansion, and my Rolls Royce in their movies and music videos which have been featured on television. I'm a best-selling author and a regular contributor to every major news network, from CNN to ABC to NBC the CBS and FOX. I talk about real estate things that are happening. Now I'm a social media influencer.

2 What made you decide to franchise your real estate company?

When you build a successful organization, your lifestyle changes. You are able to get nicer things. Some of your top people – for them to get to that level – have to be the boss. I was losing some of my top salespeople because I had such a great operation, great training, great incentives. The salespeople had no overheads, so they decided to start their own organizations in direct competition with mine, so I decided to franchise. Instead of breeding my own competitors, would breed my own family members. Franchising was a way for me to control talents and to give them the ability to be their own boss, but not in my backyard. So, it's a brand they were familiar with that they helped grow and will want to continue to grow if they owned it.

3 Give us three of your biggest life and business lessons that you learned throughout your journey.

Lesson number one is research. A lot of people don't do research in the business that they want to get involved in. You need to look at past failures, current successes and up-and-coming competition. I think you have to look at all three categories and you have to be an expert in the field that you want to get into. It's also important that you work for a competitor or somebody that might be a future competitor.

Number Two: You need to understand that people that are going to work for you, are not going to work for you forever.

You need to build a concept that can sustain turnover. I can't tell you how many times I've been to a restaurant or a bank or a business, where you see a lot of turnover of employees. You need to understand that not everybody that's with you in the beginning is going to be with you to the end. You have to build a good system that can withstand turnover.

The third 3rd lesson: set goals. I believe in the power of positive thinking. I believe in vision boards, I believe in surrounding yourself with positive people and positivity. Whether it's listening to a podcast or reading a magazine and getting motivation from it, you need your daily dose of mind vitamins in order to survive in a very tough world.

4 What time do you wake in the morning and what is the first thing you do?

I usually wake up around 6 o'clock in the morning, and the first thing I do is check my phone. I operate the majority of my business through my phone. I have a good team that works for me, so the only calls I get, are either new business (which is new revenue) or extreme emergencies that go past my team and that I have to address. I take a look at those and make sure I give my team the right goals to reach to put out fires and stuff like that. Then I move on to the new business that comes in.

5 Do you think you have a well-balanced life?

I make enough time for the gym and I make out an enormous amount of time for the family or friends. I'm very fortunate that I have built a system where I have a lot of friends, almost like family, that work for me. I am a big quality-of-life guy. I have been doing business for 21 years now, so I have it pretty much figured out. You only get one life to live and you have to live it right.

6 What advice do you have for people who work with family they also spend a lot of time with after hours?

Look at it on a business level. Remove the family and ask yourself how much salary is this person worth? Sometimes the family member might be working for cheaper than it would cost you to pay somebody to do their job. Although there may be tension which goes both ways. Maybe there's tension because they're not properly compensated for the amount of work that they're taking on, because of love and affection as a family member. It might be the reverse where you are overpaying this family member for not putting in the right amount of work. You need to talk about the elephant in the room and air it out in order for you to be happy, because you don't want anything that's going to strain the relationship. This question is a very hot topic. At an event I was speaking at, there was a gentleman that said: "My brother's working for me and now he is not really holding his way." I said: "Imagine you owned a plastic surgery center. Would you hire your brother to do plastic surgery on you or your mother or any of your family members if they were not the best at what they did?" The guy said "no way." And that is your answer. You know your business should be treated the same way a plastic surgeon will treat his staff and his customers. When you have that attitude about your business you're not going to make those mistakes.

A portrait of Anthony Lolli, a man with short dark hair and a goatee, wearing a dark pinstripe suit, a white shirt, and a purple and white striped tie. He is smiling slightly and looking towards the camera. The background is a dark, ornate metal railing.

ANTHONY
Lolli

7 Why do you think women make great entrepreneurs and leaders?

My organization is 60% female based. Starting from my mom; I'm pro-women. Women are more successful than men because, first of all, they can be tough without getting the reaction. Women in my organization do much better at commanding the room and commanding the sale and getting the most dollars per transaction. Because they can just get away with more and it just doesn't come off like some tough jerk trying to bully his way into a situation. Females have the upper hand, and they have tact, and they have pizzazz and have patience and a lot of wisdom. I think women have a significant advantage if given the right opportunities. There are countries that have women as presidents, that for me is a big deal.

8 Being an investor yourself, what are the five steps business owners should follow when they want to attract investors to invest in their company?

First of all, there's smart money and there's money. And then there's dumb money. You need to make a decision on what kind of money you want.

Smart money is where the investor has the money that you don't, and they got it through intelligent means. You have to be in a position to humble yourself. They may not know about the business as much as you do, but they know about business. Do you want that? Or it might be the opposite where you might not want somebody interfering. You know what you're going to do with the capital, you just want a silent investor.

Or do you just want dumb money? Somebody that just has money from the win of a lawsuit, an inheritance, an insurance thing, and that's the only thing that they have. They would have gambled it away in any way. They're not going to stop bothering you about what's going on until they feel it's safe. Do you want annoying money? I think it's very important for you to decide. I turned down more business, therefore I make more money because time is money. You need to think about that factor.

Secondly, what kind of pitch material do you have? What kind of PDF did you put together, a deck book? Does it outline the competition, does it say too much, does it say too little? Have you tried pitching it in front of friends and family? Have you tried pitching it in front of small business owners to see what their reaction is. You need to create your own focus group and get their opinion about how you're pitching things.

The third thing is, have you tried institutional investors? Have you tried pitching to regular banks before you go to other investors? Have you tried just a traditional method or taking a business loan out? Or looking for possible governmental grant opportunities that are available to you? Have you turned over every stone? You have to leave no stone unturned.

The fourth one is, have you had somebody play devil's advocate to poke holes into your concept, mentally beat you up about what you're doing wrong, so that you can come up with all your defenses, because when you're in front of people that are investors you better have all your questions ready. You better be quick with your responses because confidence is key and knowledge of your own concept is so important.

The fifth one is, which is very important to investors, what is their exit strategy? I have sat down where people have asked me to invest in their business. I was in a meeting couple of days ago with a guy who has an excellent online concept that he was asking myself and my partner to invest in. I said to him if we put, say, 2 million dollars into this investment, and all of a sudden somebody offers 15 million dollars in a year, we can exit. Would you want to take the exit? And the person said, "no, I want to be Mark Zuckerberg." You have to understand what your exit strategy is. And, will your exit strategy change depending on the investor or not? That's the most important thing.

Females have the upper hand, and they have tact, and they have pizzazz and have patience and a lot of wisdom. I think women have a significant advantage if given the right opportunities.”





I believe in the power of positive thinking. I believe in vision boards, I believe in surrounding yourself with positive people and positivity.

9 When you are looking at a property or a development or brand to invest in, what are you looking for specifically? What is it that will make this deal happen for you?

What's my return on cash, that's number one. How much life of mine is this investment going to take? The price for success is how much life you are willing to give up. In real estate it's really simple. How much money am I going to put in and how easy is it to manage? Or retrofit the property to get maximum dollar. What is the finance value of perpetuity? What is the average equity appreciation? What will the rent increase over the next decade be? What do financing, refinancing and cash-out refinancing look like over the next decade? How will this add to my portfolio? Will it be a burden on my management and support teams? Or will it just fit right in with what we are already managing? I look at that when it comes to real estate.

When it comes to businesses and brands I do it a little bit the same, but I also look into who's managing and operating the business; who am I going to be married to. Again, going back to the other question, what is the exit strategy?

10 Tell us about your book, *The Heart of the Deal*.

The book I felt was necessary, because in this world of so much free-flowing information, Instagram stories, Facebook, Facebook Live, Instagram Live, Twitter, LinkedIn. It's easy for somebody's story to get lost. So I wanted something solid, something foundational, something that you could reference, something that I could give away to libraries, even prisons and donate to schools, where people could pick it up and be inspired. And not only inspired but learn something and apply it.

You cannot be a successful multi-millionaire or billionaire and not have a book. Everybody that reaches that level has a book. It's very important. I wanted to make my mother proud, my family proud. I added a lot of autobiographical components to the book so I can kind of give them their shine as well. The word author comes from authority, and you cannot be an authority in your business or your industry if you're not an author. I wanted to be an authority in what it is that I do and speak on that and write on that. The book does that for me and it's a great marketing tool that opens up the platform to be able to do a lot of media and speaking engagements and press and really draw attention to what it is I did and what it is that I'm doing.

11 What tips do you have for people who want to better their skills when it comes to selling their product, their service or their brand?

First figure out if you are a natural salesperson. If you are not a natural salesperson you need to hire a good salesperson. A good salesperson goes after the ones that say no. Those are the ones that are the most valuable to them. The person that says no, is saying no to your competition also. That's like prime territories for you to get something that nobody else can get. A real salesperson is going for that and if you don't have that within you, it's very hard to be taught. It's something that's a little bit of a natural ability, by either competition or money motivates you or win motivates. So you need to have it. If you don't have it, you need to be able to identify people that do have it and keep them incentivized and motivated. Those are the key things. But until you realize you don't have it, you should really dive into books business books, read magazines and follow people on Instagram and Facebook and kind of see what other leaders are doing and how they sell their product directly and indirectly. A good example would be Gianni Versace. You would think the guy was shy and behind the scenes, but when you're really dive deep, this guy was doing television interviews, radio interviews and he was doing commercials. He would come out humbly at the end of every fashion show and put his hands in a prayer, bend over and say thank you and then go behind the curtains. But behind the scenes he was busy out there promoting and selling and selling and selling.

GET IN TOUCH WITH ANTHONY LOLLI

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Give us a bit of background about yourself and when and how your entrepreneur journey started?

I was born in a small town in South Africa in 1969. My parents named me after Alan Bean, a US astronaut who was part of the second moon landing in 1969, and the fourth person to walk on the moon. They named me Alan because, like Alan Bean, they wanted me to have big dreams and not be afraid to go after them. Neither of my parents had university degrees but encouraged my two brothers and me to study hard, to get good grades, so that one day we could qualify for a bursary to study at university and then get a good job.

From early on, I was always curious and wanted to be in control of my destiny. That meant I had to find interesting things to do which could earn me my own money. So, my entrepreneurial journey started at an early age. I delivered newspapers, washed cars, worked at the drive-in movie theater, did babysitting and garden work – basically anything that could make me money. In between school work and doing a lot of sport, I didn’t have much time for these jobs and got bored easily doing repetitive tasks, so my income was quite limited and not growing. And then I discovered outsourcing. I realized I could do multiple jobs at the same time by getting other kids to do the work and paying them 50% of the revenue.

I once overheard my dad telling someone that my name, “Alan”, meant “leader”. What my dad probably didn’t know, was that despite my early successes as an entrepreneur, I was not living up to the meaning of my name. Not even close. Looking back, I just remember being an awkwardly tall kid that mostly lacked confidence and didn’t have many friends. Girls were not interested in me. They were interested in the guys that were good looking or great at sport or academics. I remember going through a phase where I became quite depressed and started convincing myself that I’d probably never be really great at anything. And will probably never get a girlfriend.

“And then, at the age of 14, I had a life-changing moment. I read the now-famous quote by Henry Ford, “Whether you believe you can do a thing or not, you are right”

Entering high school, I remained introverted with just a few friends (and still no girlfriend). We had to write a high school entrance exam – in which I did poorly – and I was allocated to the D class. Kids can be really cruel. My previous classmates teased me: “I heard you are now in the D class – D for Dummies.” My marks started going down which triggered a vicious cycle. The lower my marks, the lower my confidence and motivation, the easier to convince myself I was just not as smart as the other kids. So, why even try? It is hard to escape such a vicious cycle.

And then, at the age of 14, I had a life-changing moment. I read the now-famous quote by Henry Ford, “Whether you believe you can do a thing or not, you are right” in an old Reader’s Digest my granddad gave me. The magazine was dated September 1947, a few months after Henry Ford’s Death. Could this be true? Was I doing so badly in my exams because I believed that being in the D class meant I couldn’t do well? If I started believing I could do well, will the universe just increase my marks? It sounded too good to be true but decided to give this “positive thinking” thing a try. I had nothing to lose and everything to gain. But it was not easy.

I was in a boys-only public high school. The teachers tried their best, but the number of students in a single class made it difficult to attend to those who were struggling. It was a tough school with lots of bullying and fighting going on. But, with my new “yes, I can do better” attitude I started doing better and better in less than a year. I began experiencing the virtuous cycle of studying harder, getting more self-confidence, doing better, getting more motivated, studying even harder. It also gave me the confidence to stand up against the bullies. But, instead of fighting, I offered to help with their homework and got to know them in the process. They were good kids who often faced abuse at home or from older kids and probably bullied others as a coping mechanism – *doing it to others before it is done to them again.*

By grade 12, I was flourishing. I ended up at the top of my grade, elected as one of the head boys in school and also as junior mayor of my town. I still didn’t have a girlfriend though, but for a good reason: there was just no time.

I learned two valuable lessons from these experiences which influenced my ultimate life goal. Firstly, I loved being able to earn my own money and being in control of my destiny. And secondly, we have to be really careful when it comes to our beliefs about ourselves and others. Believing you can do, or be great at something, or that people are good even though they sometimes do bad things, can be really helpful. Assuming the opposite can be destructive. I turned these lessons into my passion and my life goal. I wanted to become great at just one thing – to find practical ways to help people unlock their inherent potential by helping them discover and overcome their limiting or harmful assumptions or beliefs.

Do you believe it is important to have a clear life goal?

Having a clear goal in life can be a double-edged sword. On the one side, it provides you with the focus you need to succeed in life. It also provides a simple way to validate each of our actions, decisions and experiences. Is it, or can it move me closer to my goal? If yes, keep doing it and do more of it. If not, stop doing it.

On the other hand, having a clear goal puts a significant burden and responsibility on our shoulders. You really do start judging every action, decision and experience, even who you are with, based on whether it will move you closer or further away from your goals. You live with the constant guilt and frustration, every time you realize you are doing things or in a relationship that are not helping you, but rather blocking you from achieving your life goals. Despite our best intentions, it is almost unavoidable that you will find yourself in such situations. But even such situations can and should be learned from. How did I get here? What incorrect assumptions did I make? Is there a way to re-align the situation back to helping me achieve my goals? And if not, how do I get out of the situation without hurting anyone?

How did you go about achieving your life goal?

It took some time to decide what to study that would provide me with the knowledge and experience needed to help me make progress towards my life goal. Understanding why good people often make and repeat bad decisions and developing methods and technology to help them discover why so they can prevent such mistakes would require knowledge about psychology, economics, business and computer science. The only degree that covered all these subjects was Industrial Engineering. I graduated from University in 1991 with a BSc in Industrial Engineering (Cum Laude).

I started my career in manufacturing, as manager of the Industrial Engineering Department and Design Office for a large cookware manufacturer. This dream job soon turned into a nightmare. The company was in financial trouble and there was massive pressure to find quick ways to reduce costs help improve the company’s profitability. Then I discovered the work of Dr. Eli Goldratt, creator of Theory of Constraints (TOC) and author of one of Time’s top 100 business books of all times – The Goal. The Goal was a business novel telling the story of a plant manager called Alex Rogo, that was in a very similar situation. Unless he could help turn around the profitability of his plant, they would face being shut down. Alex meets an old professor who asks him many questions that got him to challenge his basic assumptions about what it takes to be profitable.

The professor shared with him a simple insight: If you want to strengthen the chain, you have to find and strengthen the weakest link – the constraint or the bottleneck. Therefore, to continuously improve the performance of a company, you have to (step 1) identify the weakest link, (step 2) find ways to better exploit and not waste that constraint, (step 3) subordinate everything to that decision. Then (step 4) elevate the constraint and finally (step 5) go back to step 1 if the constraint has moved. This simple insight gave Alex – and me – a systematic way to not only get our companies back to profitability but on a path to profitable and sustainable growth.

TOP FIVE MALE ENTREPRENEURS
inspiring women to start their own business



Dr Alan
BARNARD

Dr. Alan Barnard is the CEO and co-founder of Goldratt Research Labs, a company dedicated to intensive research on the subject of decision-making, developing methods to improve the quality and speed of our decision-making in both our professional and personal lives. Dr. Barnard co-founded GRL in 2007 with bestselling author and mastermind behind Theory of Constraints, Dr. Eli Goldratt.

My experience at this cookware company helped me discover two limiting assumptions managers, and sometimes entrepreneurs, suffer from. Firstly, as long as they believe THEY are doing their best and can find other things to blame for their company's poor performance – the economy, poor productivity, outdated technology – they will be blind to the inherent potential that can be unlocked by just focusing on better exploiting and then elevating their company's constraint. Secondly, when profitability is lower than expected, the highest risk, lowest reward strategy is often to do layoffs – simply because of the small upside if it succeeds and big downside if it fails. The lowest risk and highest reward strategy is rather to focus on how to get customers to pay or buy more by finding simple, low cost changes to create a reliability or speed-based competitive edge that cannot easily be copied by competitors.

As an example, our cookware company had sales of around \$100m and a Net profit of only 5%. This was not enough to pay back the interest on loans we needed to finance the high inventories produced just to keep the factory's utilization high. Management assumed that any idle resource was a waste and to achieve the lowest cost/unit, they should keep machines busy all the time. They didn't realize that over-producing, not just wasted materials, cash and capacity needed to produce what customers actually needed, but that it also caused long and unreliable lead times which forced the sales teams to offer large discounts to ensure customers kept buying from us.

That is a 20% increase in Net profit for every 1% reduction in discounts – a 20x multiplier!

I developed a simulation model to prove to our CEO how much money we were losing because of this. I showed the CEO that increasing the average selling price by just 1%, will increase the net profit by \$1m – from \$5m to \$6m. That is a 20% increase in Net profit for every 1% reduction in discounts – a 20x multiplier! And with 50% variable cost, every 1% increase in sales volume, would give 10% increase in net profit – a 10x multiplier. Implementing TOC helped us to stop over-producing, which reduced our lead-times and helped us increase our “on-time-in-full” performance to almost 100%, which meant our sales team no longer had to give away unnecessary discounts. It also made available the capacity we needed to prevent lost sales due to shortages during peak demand periods. These two strategies allowed us to more than double our profitability in less than 12 months and made me a passionate supporter of Dr. Goldratt's work.

Shortly after this experience, I met Dr. Goldratt at a seminar. I shared my life goal with him and he offered to become my mentor. Probably one of the most important things he taught me was that, to make a breakthrough in any area you are passionate about, required only two steps: having the courage to face inconsistencies between what we expect to see and our reality and then, to have the willingness to challenge basic assumptions related to these expectation gaps.

Unfortunately, most people cope with such expectation gaps in their life or business by either finding someone else to blame or simply to lower their expectations. Both of these strategies are harmful as it will cause disharmony with others and become self-fulfilling prophecies. I decided to focus on developing decision support methods and apps to help people find and challenge the assumptions that limited them from achieving their high expectations.

After leaving the cookware company, I had the opportunity to apply, test and further develop these methods, achieving breakthroughs in a number of different industries ranging from beer production to software development. In the late 1990's, Dr. Goldratt asked me to join his company, to work with him on large complex projects around the world. In 2007, on his request, I co-founded Goldratt Research Labs with him where our research focus is to further develop decision support methods and apps that can to help people make better faster decisions, when it really matters in life and in business.

Since then, my research lab has had the opportunity to work and partner with some of the leading organizations around the world including Microsoft, Tata Steel, BHP Billiton, ABB, Cisco, Random House Publishing, Daiwa House and Fujitsu to help them find and overcome limiting assumptions and other constraints to achieving step-changes in their operational and financial performance.

As an example, in 2017, the CTO of Microsoft reported that as a result of the end-to-end supply chain optimization project we completed for their digital product lines like PC accessories, game consoles and tablets, they reduced their inventories by over a quarter of a billion dollars across the board, while at the same time increasing service levels by 5% and increasing sales by a few hundred million as a result of reduced markdowns and less shortages.

Tell us about some of your other amazing achievements.

The personal achievement I am most proud of, is that at the age of 20, I finally got a beautiful girl, Laura, to fall in love with me. We got married in 1998 and now have two amazing boys, Francois (11) and Christian (12).

As far as achievements within my professional career go, there are a few I am really proud of. In 2009, I was awarded a PhD for my research and development of a new 5-step problem solving and decision-making method. I called it the ProConCloud method, in honor of the two giants on whose shoulders I could stand – Benjamin Franklin, who invented the Pro-Con-List method and Dr. Eli Goldratt, who developed the Evaporating Cloud method. It is an incredible honor to hear respected academics now say that my ProConCloud method has the potential to replace Benjamin Franklin's Pro-Con-List – a method that is almost 250 years old – as the go-to-method for making better faster decisions when it really matters. The reason they give is that my ProConCloud method was specifically designed to retain the benefits of the Pro-Con-List and other existing decision making methods, while overcoming their major limitations.

Another achievement I'm really proud of is creating the Odyssey Program, developed to teach people from all ages how to use the ProConCloud method to help them find and overcome their own bottleneck – their own limiting assumptions and beliefs that can cause us to make and often repeat bad decisions. The program is run on a non-profit basis funded by revenues from our projects with Fortune 500 organizations. Over the past decade, we've done over 50 of these Odyssey programs around the world. The testimonials we get from Alumni are incredibly inspiring (see www.tocodyyssey.org). Later this year we will be launching an online version to reach even more people around the globe.

And finally, the three Harmony Apps I've developed with my amazing team at Goldratt Research Labs, all aimed at helping individuals and organizations make better faster decisions when it really matters. Our Harmony Change Maker was nominated for the Silicon Valley Business App awards in 2013. Our Harmony Decision Maker received a top innovator of 2017 award and our Harmony Supply Chain Simulator received an international simulation award.

What three business and life lessons have you learned?

Whenever you or someone else tells you that “it's impossible,” always ask: “It's impossible, unless?” This often exposes the limiting assumptions or beliefs, that if overcome, can make the impossible possible. People make bad decisions not because they are bad, but simply because they have bad assumptions. Therefore, it is important to always check your assumptions before you act, unless acting is the only way of checking. In such cases, design a small “safe-to-fail” experiment to get fast feedback on your starting assumptions before you make major changes in your life or business. And lastly, the fact that something is difficult to do doesn't mean you shouldn't try.

Why are you passionate about inspiring women to become entrepreneurs and leaders?

There are two reasons we should all actively contribute to inspire more women become entrepreneurs and business. Firstly, it is good for our economies and for the business where it happens. A recent McKinsey showed that in the UK, for every 10 percent increase in gender diversity, earnings before interest and tax (EBIT) rose by 3.5 percent. In the US, between 1997 and 2017 the number of women-owned businesses increased by 114%, compared to a 44% increase among all businesses. Women-owned businesses now account for 39% of all U.S. firms.

Secondly, it is the right thing to do to further remove unfair barriers. Despite 2018 being labeled as ‘Year of the woman’, fueled not just the #metoo revolution but more gender equity changes happening in society, there are still many barriers to overcome. Women Entrepreneurs still receive less than 5% of the available capital to fund their start-ups; their work/life balance decisions are more challenging than for their male counterparts. There is a virtuous cycle that fueled by these changes. The more women become entrepreneurs and leaders, the more effort they make to remove barriers which creates more role models that will inspire more women to have the courage to overcome not just societal barriers, but also mental barriers which too many highly capable women still struggle with – self-limiting beliefs like “I'm just not smart enough or tough enough to make it as an entrepreneur or leader”.

In the Odyssey programs I facilitate around the globe, I have seen this virtuous cycle in action. As more and more girls and women have access to tools, coaching and support to discover and overcome their own self-limiting beliefs, and they share their testimonials, the more girls and women are inspired to attend. I have also personally experienced the incredibly positive influence on both our work culture and growth as more women has joined my organization and our Alumni network. This is why I am so passionate about developing methods and apps that can help anyone expose and challenge their own limiting assumptions.

Do you believe in focusing on your strengths, or rather focusing on strengthening your weaknesses?

I think it is important to first decide on what basis would we call something a strength or a weakness. For me, the way to differentiate, is by checking what impact improving a skill or ability will have on your goal. Those things that can help you achieve more of the goals important to you, are strengths. You should aim to fully and unashamedly capitalize on them. Only those few things that can actually limit you from making progress on these goals, are weaknesses.

When setting goals in life or business to improve such weaknesses, remember not to aim for “do your best” but rather “to do better” up to a level of “good enough” – the level where it is no longer a weakness. “Best” implies a limit. “Better” implies the need and potential for ongoing improvement. Improving something beyond the level of good enough, is just a waste of scarce resources.

Imagine you lack confidence, and this is negatively impacting your ability to be a good coach. What should be your target for improving your confidence? Only up to a level of good enough – confident enough – that it is no longer a weakness. If you set your target higher, you can become over-confident which will waste effort and actually be harmful.

The first common mistake is that we often try to improve all the things we are not good at – even if they won't directly help us achieve more of our goals. Secondly, we forget how valuable our time is and don't ask ourselves often enough whether the things that are taking a lot of our time, could not have been done by someone else at a much lower cost per hour.

When it comes to achieving your goals, which do think is most important – vision, wisdom or courage? Why?

I often ask students and clients what they think are holding them back from achieving the goals important to them – vision, wisdom or courage. Interestingly, most people, say they lack courage, not vision or wisdom. But our research shows that we often confuse lack of courage with the inability to deal with ambivalence. Ambivalence is that uncomfortable feeling when we see both the positive and the negative in doing something or being with someone and you can't decide what to do. It is especially challenging for women, who can keep so many things in their mind at the same time.

This is one of the applications where the ProConCloud method I created, can really help. It provides you with a step-by-step process to firstly expose the assumptions behind this ambivalence by getting you to list the Pros and Cons you think are unique to a Change or the Pros and Cons you think are unique to Not Changing. It then provides you with new options that can give you more of the pros important to you, with less of the cons that you have in your current situation. The exciting findings we've seen, is that when someone is able to resolve their own ambivalence, they suddenly find the courage to do what is needed to improve their life or business.

What inspires and motivates you?

I'm inspired and motivated every time my methods or apps or insights can help someone find and overcome a limiting assumption or belief. Of course, it is very rewarding when we can help owners and managers achieve this within their organizations and it helps taking them to a new level of performance. But what truly motivates me is when it positively impacts someone's life. For example, when someone tells me that, just by following my ProConCloud method for a few hours, they found and challenged a limiting belief about themselves or someone else that got them stuck for years in a bad relationship or bad job or caused them to sometimes over-react and go on a crash diet or lose their temper. Seeing their eyes light up when they tell you this, is what makes all the hard work worth it.



Dr Alan Barnard with his wife, Laura, and their sons, Christian and Francois



Winner | Top Innovator Award 2017 | Mega Success | LA

Alan ready again for another 30-day, around the world trip to visit clients from around the globe.



What has been your biggest fail to date and how did you overcome that? What did you learn from that?

Like all entrepreneurs, I've had costly failures in both my business and in my personal relationships. Off-course I am always disappointed when it happens and know that it sometimes be overwhelming when you realize you will probably start from scratch again. But I've learned from my mentors and from my own experience that you cannot allow this "mourning" phase to last too long and that blaming yourself or someone else is never constructive. Firstly, it is important to realize there will always be many more ways that something can fail than what there will be for it to succeed. So, we should expect failure and focus on learning faster from each of them. Secondly, I do think the Serenity prayer is very useful advice when you have to decide how to deal with the failure. Have the serenity to accept the things you cannot change, the courage to change the things you can, and the wisdom to know the difference. You have to keep focusing on what YOU can change, what YOU are passionate about and what makes YOU happy - and not allow, failures, temporary setbacks or "haters" to distract you from this goal.

What is the secret to your success?

The greatest advice I ever got on what it takes to be successful, was from my mentor for over 20 years, Dr. Eli Goldratt. He told me two things. "A life goal is simply a dream taken seriously". And that "You should never sacrifice your goal for anyone, but also never sacrifice anyone for your goal."

My own secrets to success have been very simple. I found a life goal that I was very passionate about - enough to motivate me do whatever it takes to achieve it and to know that quitting will never be an option. To inspire others to help us realize our dreams, we must practice what we preach. I am constantly checking whether my assumptions and beliefs are helpful or harmful and if they are not helpful, I challenge and change them. I think many people have dreams, but unfortunately few take them seriously enough to do whatever it takes to make progress towards realizing their dream. And if they don't succeed the first time, they often get distracted, lower their expectations, find someone to blame or just give up. None of these are helpful.

What legacy do you want to leave behind?

Two things:

A) To show people that there is a fast, practical and reliable way to find and overcome their own limiting or harmful assumptions which will allow them to make better faster decisions or at least to learn from their past decision mistakes.

B) To show people the value to apply the same method also to understand the assumptions of whoever they blame for causing their bad situation - whether they blame themselves or someone else. Just understanding the assumptions or beliefs that could have caused "them" to do what they did, can go a long way to help create or restore harmony with those we blame.

What quote do you live by and why?

Firstly, Henry Ford's Quote: "Whether you believe you can or can't, you are right!" You will never know whether you or your team can do something or can't do something, until you try. Believing you can, as a starting assumption, is more helpful, because it will at least get you to try. And if you fail, don't let any failure go to waste. Make sure you learn from it what worked and what not.

Secondly, Friedrich Nietzsche's quote: "What doesn't kill you, makes you stronger." It contains two warnings. Don't do things that are likely to kill you. Make sure you only make changes in your life or business where the upside, if it works, is much bigger than the downside if it fails. If we apply this criteria to all changes and decisions we have



"Make sure you only make changes in your life or business where the upside, if it works, is much bigger than the downside if it fails."

to make in life or business, we can transform ourselves and our businesses from being fragile (harmed by life's stresses) to being robust and even anti fragile (benefiting from life's stresses)

We can apply this to all decisions we have to make in life or business.

What advice do you have for female entrepreneurs on the same journey who want to achieve the same success?

Firstly, don't be afraid or ashamed to capitalize on all your strengths or to ask for help. Most successful people are happy to help when they are asked because they've been where you are now.

Secondly, I think one of the major obstacles facing especially women, is the unrealistic goal of having a balanced life. Can you think of anyone that is really successful that has a balanced life in the traditional sense? I learned from my mentor that if you have multiple objectives like being happy, healthy and wealthy, you must focus on the one that will help you achieve more of the other two. For example, doing what you love doing - what makes you happy - often will have a directly positive impact on being healthy and becoming wealthier. The reverse is also true.

Thirdly, every time you plan to make a change in your life or business, always ask yourself these two questions:

A) How is what you are doing, or what is currently demanding your attention, helping you achieve the goals most important to you? If it is not, stop it or don't start it.

B) And even if it is helping, what is the opportunity cost of doing it? What are you giving up by investing your limited attention or money in this thing or this person?

Lastly, due to the positive impact I've experienced and valuable coaching and support I've seen offered by being part of the JT Foxx network, I can highly recommend that readers join their network clubs around the globe.

How do you differentiate yourself from your competitors? What makes you unique?

I don't pay much attention to what competitors are doing. The market is so huge that I don't see the purpose of focusing on competition. I know our products and services will bring value, if, and only if, they can diminish or help overcome some limitation for our customers. As such, we are focused mainly on understanding the challenges and limitations our customers are facing in improving their lives or organizations, and then develop products that will help them to diminish or overcome these.

What is the hardest thing about entrepreneurship that no one told you?

Traveling around the world doing what you are passionate has many upsides, but also a few downsides. It may sound very glamorous, but it requires many sacrifices - from both you and your family - and can be very lonely. Those closest to you will have the hardest time. Initially, even though they may want to be, they might not always be supportive. And for good reasons. They not only want you there, but often need you to just be there for them. And even if you are there, your attention is seldom fully focused on them. This can cause frustration, stress and even resentment. No wonder the divorce rate for entrepreneurs are around 10% higher than the average. The good news is that, once you can make it through that initial period, both sides can adapt and you can build relationships that can be stronger and more robust against common relationship stresses.

What can we expect from you in the next 12 months?

My focus for the next 12 months is to productize more of my knowledge in the form of apps and online programs. This will help me achieve two objectives: annuity steam income and scalability. I am privileged to already have almost 10000 people around the world that have downloaded my Harmony Decision Maker App. My focus is now on how to make this 100,000s and then millions of users from around the globe.

After women read about you in this article, what is the one thing that you want them to take from it?

Your limited attention is your scarcest resource.

What and who you pay attention to can be the difference between success or failure. Make sure you don't waste it by either procrastinating on making changes that can bring you closer to your goal or by overreacting and making changes or decisions that move you further away.

Helping people make less of these avoidable and consequential decision mistakes, is why I created the ProConCloud method and the Harmony Decision Maker App.

To check it out, download my app. It's called HARMONY DECISION MAKER. Because dark clouds cause us disharmony and if we can evaporate them, we can get harmony back in our life.

GET IN TOUCH WITH DR ALAN BARNARD

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Search for **Harmony Decision Maker** in your favorite app store and download it today.



1 | Tell us a bit about yourself and how your entrepreneurial journey started.

My name is Imran Simon and I assist businesses in improving their productivity by solving their human resources problems. I started my company, Hire & Retain Asia, after returning from a two-year sabbatical. I had the opportunity to travel the world, which included a personal venture that took me on an 80-day journey around the United Kingdom and Europe. It was my very first trip to those places and it marked the beginning of some much-needed soul searching. During my trip, I had the privilege of meeting some very interesting people and I engaged in many conversations where I learnt about other people and their cultures. Throughout my journey, I stayed primarily in hostels, and many of the people that I met were young students. I was simply amazed at the way they looked at the concept of education. Most of them had casual jobs or internships, or were taking gap years, to gain experience before they applied themselves to full-time employment. In Singapore, where I'm from, the concept of a "gap year" is rare or unheard of and most of us enter into the working world immediately after graduating. I believe that this, in many cases, limits the outlook that we have in many aspects of life. After my trip, I decided that I wanted to give students the opportunity to develop themselves and, more importantly, to step outside their comfort zones after graduation by providing short-term internships at various international companies. Aiding in the development of skills, such as adaptability, will assist them as they progress through their careers and hopefully ultimately lead to a lower unemployment rate among graduates.

2 | Tell us about some of your amazing achievements.

The last three years of being an entrepreneur have been amazing. I've spoken on stage numerous times in front of crowds as large as 4000 people. I have been invited as a guest speaker on a major news network in Asia, and I've met and hung out with celebrities and top-level CEOs, business owners and fellow entrepreneurs. I've appeared in a local movie about autism and the challenges autistic kids go through, and I've also won an international business award! And now I can add that I've been featured in a top magazine that has Grant Cardone and my friend Anthony Lolli on the cover!

3 | What are three business and life lessons you have learned?

1. Be self-aware.

Knowing who you are is a very important part of being a successful entrepreneur. Being self-aware is vital when you make mistakes and need to quickly change direction or make a tough decision.

2. Hire a coach.

The quickest way to succeed is to hire a coach and have them guide you along the way. My very first coach, JT Foxx, and his organisation did just that for me. The tools, knowledge and contacts I gained via my coach immediately helped open doors for me and allowed me to achieve success early in my entrepreneurial journey. Success builds on itself and the more you succeed, the more you will find that success follows. Having a coach allows you to make fewer mistakes because the coach has the experience and foresight to be able to navigate troubled times. Also, you don't know what you don't know, so hire someone that does and listen and implement their advice immediately. Speed of implementation is crucial. Be coachable always, no matter how much you think you know or how successful you become. And do the work! Your coach isn't going to do it for you!

3. Always be grateful and humble.

The only thing you can truly control in life is yourself. How you react towards other people says a lot about your character and helps someone decide if they want to do business with you or not. Humility and gratitude will get you further than arrogance.

TOP FIVE MALE ENTREPRENEURS

inspiring women to start their own business

Imran Simon is the CEO of Hire & Retain Asia, a recruitment company that is passionate about creating opportunities for the community. Their vision is simple: to make ordinary companies extraordinary by matching the right people to the right role at the right time.

That's why they harness the power of creative recruiting, put in the extra time and effort to find the most suitable candidates available for an organisation.

In finding the right fit, they bridge the gap between talent and clients to create a sustainable global workforce.

A portrait of Imran Simon, a man with dark hair, smiling, wearing a dark blue suit jacket over a white shirt. He is standing in front of a modern building with large glass windows. The background is slightly blurred.

IMRAN

simon



I strongly believe that a man's greatest gift to a woman is to allow her to be whoever she wants to be and that he will support her always."

4 | Why are you passionate about inspiring women to become entrepreneurs and leaders?

Women are powerful beings. Most women juggle three full-time jobs on top of a professional career. Daughter, wife, mother and career woman. I've been inspired by many women such as the CEO of PepsiCo, Indra Nooyi, and Malala Yousafzai, the brave Pakistani activist for female education. Their examples and courage have allowed more women to come out of their shells and show the world their capabilities. As a man and business owner, I hope to be able to facilitate a change in the business world to allow more women to have key roles. I strongly believe that a man's greatest gift to a woman is to allow her to be whoever she wants to be and that he will support her always. Plus, Singapore recently appointed its first ever female president and I believe that's a very good sign!

5 | What are your core business principles and values that you will not change or give in to?

Never do it for the money. Provide value to everyone you come across. Choose the right kind of clients to work with and, most importantly, build relationships with everyone. Relationships (or lack thereof) will be key to your success. People always come first.

6 | Do you believe in going all in on your strengths and not focusing on your weaknesses at all OR do you believe in working on your weaknesses and improving them and why?

I believe in going all in on my strengths. However, having a good understanding of my weaknesses is just as important. For example, one of the first people I partnered with was a website designer. He coded my website using Wordpress. At the time, I thought Wordpress was an online game, much like Scrabble! Getting my first site up was a tedious process as I felt he didn't understand what I wanted. But I soon realised that I couldn't communicate what I wanted in a way he could understand, hence the miscommunication. Once I read up on website building and understood its complexities, I was able to communicate what I wanted in a way that he understood. This enabled him to perform at his best because he had clear instructions for what was required of him.

7 | What inspires and motivates you? Basically, why do you wake up every morning, get the work done and do it all over again the next day?

I love seeing the bigger picture and I understand that this is a process that will take time and effort. I want my work to help as many people as possible for generations to come. Hearing that my candidates were successful motivates me to keep persevering. My ultimate goal is to start a non-profit organization for the new generation of journalists in the country that my great-grandfather originated from – journalists that report on the things that really matter and not just things that sell.

8 | What do you think is more important, motivation or execution and why?

Both are equally important. You need motivation to get you going and you definitely need execution to get results! Motivation without execution is just wishful thinking.

9 | What has been your biggest downfall and how did you overcome it and what did you learn from it?

There's been quite a few, to be honest! One of my very first downfalls was that I was overly ambitious. I hired four people without having a proper system in place. After I had the correct system and structures in place, it enabled me to hire anyone (or any agency) that was necessary for my business to operate at the functional level. I am now able to implement the systems and structures I created for my own business in my clients' business operations.



“I want women to understand that they have it in them to reach the top.”



10 | You are a very successful and powerful entrepreneur. In your experience, what is the best way to market your business or yourself?

Be authentic. The world is craving attention and if you follow what other people are saying and doing, you're not going to get very far. It may get you started but it's your authenticity that will pull your ideal clients towards you better than ANY inbound marketing campaign can.

11 | What advice can you give to female entrepreneurs who want to achieve the same success that you have?

Be patient. The things you want in life won't happen overnight. The bigger the goal the longer the process. Never ever give up. Seek out those more successful than you and buy their time, knowledge, and expertise – do not expect handouts and value their time.

12 | How do you differentiate yourself from your competitors and what makes you unique?

What sets us apart from our competitors is our 7-step H.I.R.E.D system, which helps companies gain an advantage over their competitors when competing for top talent. I have been developing it for the past three years and I have been testing it across various industries.

13 | What is the hardest thing about entrepreneurship that no one tells you?

That it's a mental game. You need to be mentally tough, like a pro athlete, to be able to perform and succeed at a high level. You have to force yourself to be better than you were yesterday to constantly succeed. I've been involved in team sports from a very young age, so I guess it's been easier for me to adapt. But overall, it is quite a rollercoaster ride!

14 | What can we expect from you in the next 12 months?

We're expanding abroad and working with more international clients. Through the use of our H.I.R.E.D system that we developed in Singapore, we guide companies in hiring the correct people and placing them in the most suitable role. I currently have a research and development team working on automating the above process by using software to ensure accessibility to everyone and anyone.

15 | After women read about you in this article, what is the one thing that you want the reader to take from this article?

I want women to understand that they have it in them to reach the top. Forget about cultural stigmas, societal norms and what other people say. If you have a dream, go get it. Period.

GET IN TOUCH WITH IMRAN SIMON

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3 WAYS TO OVERCOME FAILURE AND FIND MASSIVE SUCCESS

1) Treat your failures like the greatest teachers you've ever had.

They teach you everything you need to know to succeed in a big huge way in the future. Be thankful that you experienced them early on, not when there was more at stake. It's absolutely vital that you've learned these things now because it has shown you exactly how to proceed forwards. You'll never make the same mistakes again, and now you have a thicker skin to get through what's to come.

The truth is, that you should be insanely grateful for every failure you've experienced up until this point. They've taught you what you needed to know to get to where you are now, and they've provided lessons for you that will take you forward to where you want to be. You wouldn't be the person you are today had you not had those experiences. And the person who stands before us today is strong as hell!

2) Shape your mindset to believe that failure is a necessary part of any BIG success story.

This world is full of fairy tails. But the stories that really make waves are the ones where someone was able to build something from nothing. Or where someone experienced a huge loss and came back to make history! Your story is no different. You're going through this failure right now so that you can shape the most incredible comeback story in the history of time. That is what your fans will want to hear about when you really make it big. Nobody wants to hear a story where everything went right 100% of the time. NO WAY! That's boring!!

When you can finally wrap your mind around the fact that failure is a necessary part of your BIG HUGE success story, you will never let failure stop you or slow you down ever again. Every bump in the road adds character to your story. Every struggle adds strength and resilience to the person that you are!

3) Get excited to make mistakes and experience failures.

The most successful people in the world are actually the ones who feel the most fear and experience the most failures in their lives. And the reason they experience the most failures is that they push through their fears and take the most action in spite of it.

When you take more action than anyone else in the world, you will inadvertently experience more successes AND more failures. The problem is that most people are so scared to experience failure that it keeps them from even playing the game. So the number one most important way to achieve MASSIVE success in your life is to get yourself excited to experience more. To do more, to take more action, to face more of your fears and to pursue more of your ideas. YES, you will experience failure. YES, you will make mistakes. But every mistake and every failure will teach you vital lessons that will allow you to evaluate and grow in profound ways, both personally and professionally.

Success and failure are all in how your mind perceives them. You can inspire yourself to become one of the most influential people in the world by using your failures to propel you in the direction of your dreams. Or you can allow failure to be used as an excuse to quit, to hide or to play it small. It's all up to you, and how you train your mind to perform for you! It's time to get excited to experience MORE. More success and failure. Because every experience is a stepping stone to the future you most deeply desire!



Overcoming failure can be a difficult experience. You wanted something so bad, you had the greatest idea, you put in so much effort, and it didn't work out the way you expected. If you've just experienced a recent failure, it probably stings very deep. And whether you'd like to admit it or not, it really does impact your future decisions. Failure can be a very scary thing. It can cause us to feel such deep-set pain and huge amounts of fear. Moving forwards after experiencing a big failure can feel like climbing a very steep mountain.

The difference between those who experience failure and later go on to achieve big-time success, and those who quit after the pain of failure is just too much...is MINDSET. The way you frame failure in your mind will make all the difference when it comes to determining your future.

I know that you've experienced failure, but you're still hungry to achieve BIG success in all the areas of your life, so here are the top 3 ways to overcome failure and find MASSIVE success in spite of it!



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