

Empowering Women In Business

WOMAN Entrepreneur

February 2019 | Edition 1

**GARY
VAYNERCHUK:**
How he is disrupting
his industry and how
you can too!

INDUSTRY

DISRUPTION

IS KEY

TABLE OF

contents



ON OUR COVER: Gary Vaynerchuk is the chairman of VaynerX, a modern-day media and communications holding company and the active CEO of VaynerMedia, a full-service advertising agency servicing Fortune 100 clients across the company's 4 locations.

Gary is a highly sought after public speaker, a 5-time New York Times bestselling author, as well as a prolific angel investor with early investments in companies such as Facebook, Twitter, Tumblr, Venmo, and Uber.

Gary is currently the subject of DailyVee, an online documentary series highlighting what it's like to be a CEO and public figure in today's digital world, as well the host of The GaryVee Audio Experience, a top 100 global podcast, and host of #AskGaryVee, a business and advice Q&A show which can be found on both YouTube and Facebook.

WOMAN
Entrepreneur

02 GARY VEE'S
three business lessons

05 A ROMANTIC ESCAPE
Anantara Veli Maldives Resort

10 INDUSTRY DISRUPTION IS KEY
Gary Vaynerchuk shows us how

14 INDUSTRY DISTUPTERS OF 2019
share their stories

38 GET NOTICED
in three easy steps

40 FIVE SIMPLE WAYS
to stand out as you in 2019

42 WATCH OUT!
female entrepreneurs to watch in 2019

60 ALL ABOUT THE NUMBERS
six crucial numbers in businesses

62 RUNNING A BUSINESS
nine short and sharp things to know

WOMAN
Entrepreneur CLUB
MELBOURNE

FEBRUARY MEETING

We are not your usual networking group for women. We are a club with a difference; a club that is genuinely focused, passionate and dedicated to supporting women to succeed both personally and professionally in an empowering, inspiring, and supportive environment. Most importantly, a club for women who want to be part of a sisterhood. Every month we deliver valuable content and tips and tricks from our success manual we will work through together. There is even HOMEWORK! We are your accountability partner to ensure you implement the strategies and keep moving forward on your journey.

WEDNESDAY, 27 FEB AT 18:15 UTC+10

Bayview On The Park | 52 Queens Road | Melbourne



Caterina Dornbrach
Club Director



Erna Basson
CEO & Founder

HOW TO IDENTIFY clients and build relationships

WHAT YOU WILL LEARN AT THIS EVENT:

identifying your niche | creating your niche avatar
the three top producing industries and where your niche fits in
how to make your clients fall in love with your brand

FREQUENTLY ASKED QUESTIONS

Are there any age restrictions?

Yes, you must be 18 years or older

How much does it cost?

Your first event attendance is FREE! Be our guest so you can experience the vibe and culture of the club and decide if it is the right fit for you. If the club resonates with you and you would like to attend future events, you can either pay general admission for the main event or invest in an annual membership which gives you access to the Monthly Online Woman Entrepreneur Magazine, VIP Online Membership, Private Facebook Group and more!

Can you bring a guest?

Yes, of course you can! You can bring as many guests as you like, we love meeting new female entrepreneurs. Simply register your

guest(s) with the following information: name and surname, email address and phone number. You can't use your email address when registering your guest(s). A repeated email address will cancel the registration. Street parking and parking at the venue is available. Please contact the venue for parking fees.

What should I bring to the event?

Business cards, notepad, pen and the best version of yourself.

What is the dress code?

Business attire or smart casual. Remember, for many of us we feel how we dress. Also, first impressions matter, so put your best foot forward!

How can I contact the organiser with any questions?

Email : wecmelbourne@gmail.com | Mobile: 0423 005 297

WomanEntrepreneurClubMelbourne



GARY VEE'S

THREE BUSINESS LESSONS

- 1.** **SELF-AWARENESS** is always a good idea. The more you know about yourself the more likely you will be able to put yourself in a position to succeed.
- 2.** **WORK ETHIC AND HARD WORK** is foundational. It is very hard to succeed without that.
- 3.** You have to deploy a lot of **EMPATHY** for your employees and your customers to put yourself in a position to succeed.



LETTER FROM THE

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.

This feels surreal to me. I have been working towards this moment and this was set out as a 2-year goal and we did it in 6 months. I cannot be more proud of this edition with the one and only Gary Vee on the cover. Gary Vee needs no introduction, he is the most talked about entrepreneur in the world at the moment. I had the privilege to see him live for the first time in Auckland when he was on his tour and I was blown away by his authenticity and just saying it how it is approach - No bullshit.

This edition is all about industry disrupters and in this issue we feature the best of the best entrepreneurs in their space. I hope you enjoy reading and learning from this magazine as much as we did creating it!

Be great!

Kindest Regards,
Erna Basson
Founder and CEO | Woman Entrepreneur

WOMAN
Entrepreneur

editor@womanentrepreneur.co
www.womanentrepreneur.co


ANANTARA
VELI • MALDIVES
RESORT

ANANTARA VELI MALDIVES RESORT *a romantic escape*

Embrace the surreal romance of the Maldives in traditional island style. Spend days hidden away overwater, taking in the ocean's jewel tones that melt into the horizon. Delve into the lush green heart of the island for spa journeys for two and dining by candlelight. Enjoy cocktails at twilight in an orchid garden fragrant with rare Thai spices.

Anantara Veli Maldives Resort is an adults-only private island fringed by quintessential Maldives overwater bungalows. Only a 35-minute speedboat ride from the capital and Velana International Airport, the island is accessible 24 hours a day and lies in a peaceful azure lagoon shared with sister resorts Dhigu and Naladhu.





ACCOMMODATION

Step into a world of your own perched over the balmy lagoon. Thatched-roof overwater bungalows feature cool hardwood flooring, high gabled roofs and bright indigenous silks. Floor-to-ceiling glass bedroom doors open onto a private sundeck and unending ocean beyond. Step directly into the lagoon below for a lazy swim with baby reef sharks. Deluxe bungalows offer extra space with a two-tiered sundeck perfect for dining under the stars and a soaking tub for two.

Pool bungalows are positioned either over the shallow lagoon or out over the open ocean.

Soak in your private plunge pool. Dine at water's edge. To one side, the marbled bathroom features a freestanding tub with stunning ocean views and an outdoor garden rain shower.

Each bungalow features an iPod docking station, coffee machine, and yoga and fitness kits. Pool bungalows boast Villa Host service and a wine cellar to peruse.

DIVERSIONS & FACILITIES

Join our resident yogi for meditation and yoga sessions in the yoga pavilion. Enjoy the island's facilities of flood-lit tennis courts, a fitness centre, beach courts for volleyball and badminton, and the Spice Spoons cooking school.

Our on-site water sports centre, Aquafanatics, offers leisurely pursuits out at sea, while the PADI dive centre invites you to explore below. Snorkel with mantas and whale sharks. Freedive with sea turtles. Surf the waves with luxury outfit Tropicsurf, hitting the Maldives' famed breaks.

Excursions at sea include sunset cruises, dolphin quests and traditional hand line fishing. Island hop aboard a yacht, exploring local communities and the vibrant capital, Malé. Picnic at private island Gulhifushi, enjoying the surrounding silence save for the ocean's lull.

Balance Wellness Sanctuary offers soothing spa journeys inspired by lush surrounds. Soak in a tub in front of a waterfall after a relaxing Shirodhara massage. Enjoy the peace of the garden courtyard soaking in a plunge pool. Guests at Anantara Veli can also cross the boardwalk to the overwater Anantara Spa at Dhigu.

WEDDINGS & HONEYMOONS

Say I do on a palm-fringed stretch of beach, the ocean your witness. Banquet under the stars in a private faree tent. Honeymooners at Anantara Veli can hide away in their overwater sanctuary or explore the island's settings for romance. Movie under the stars. Dine floating over the lagoon. Parasail above the stunning waters in tandem. Capture your love with a wedding photoshoot by professionals Digiphot. Plan your perfect day with our dedicated wedding coordinator on hand to guide you.



dining for two AT ANANTARA VELI

Dine on your sundeck bathed in stars, or venture into the heart of the island for flavours from around the globe. 73 Degrees, a light and airy Maldivian pavilion, offers the perfect way to start the day, your toes in the sand and the sun rising over the lagoon. Sample freshly baked breads and pastries, exotic fruits and juices, and a rotating array of hot dishes from East to West. In the evenings, fiery torches and themed buffets transform the outdoor space.

Next door, the Japanese eatery Origami offers fresh and light cuisine and a fine selection of sakes. An open-air courtyard sits in the centre of the space in traditional Japanese style. Shoji screening and lacquered wood add to the authentic yet modern ambience. Take in the performance of skilled Teppanyaki chefs, who slice and dice your chosen seafoods and prime meats. Enjoy a wide selection of sushi, sashimi and robata-yaki skewers.

Baan Huraa, the Maldives' finest Thai restaurant, serves royal cuisine prepared by Thai chefs in an unparalleled setting. Situated far out over the lagoon and connected to the island by boardwalks, the teak house on stilts is known to locals as "the house on the coral". Gold-leafed pillars rise to a gabled pavilion, its peak visible from across the ocean. Carved wooden apsara surround the wrap-around deck that offers intimate seating for two. Dine on spicy coconut curries and delicate handmade desserts in the cool of the ocean breeze.

The coconut-thatched pool bar, Dhoni, overlooks the resort's freshwater infinity-edge pool. Cool blues bleed into the ocean, the tide swelling below. Enjoy all-day refreshments, light bites, and the visiting gourmet ice-cream trolley. Take in the sunset over the lagoon, the fiery hues reflected in the water's surface.

Dining by Design is a signature Anantara experience offering the most romantic of dinners in private settings. Enjoy grilled lobster prepared by your private chef, your toes in the sand and the ocean lapping nearby. Float over the lagoon on a platform for two bedecked with white sails, toasting the stars with Champagne.

Guests at Anantara Veli are invited to recreate their favourite Thai and Maldivian dishes at island cooking school Spice Spoons. Tour the chef's herb garden before heading out over the lagoon for a step-by-step tutorial. Enjoy your creations for lunch and return home with a box full of recipes.

Restaurants at sister islands Naladhu and Dhigu can be accessed by boardwalks which link the islands or by pontoon. Relish modern seasonal cuisine at The Living Room, themed evening buffets at Fushi Café, grilled seafood at overwater Sea.Fire. Salt., Italy in the tropics at Terrazzo, and cocktails in ocean hammocks at Aqua.

BALANCE WELLNESS BY ANANTARA *a holistic sanctuary*

Inspired by lush island surrounds and a wealth of indigenous ingredients, the award-winning Balance Wellness by Anantara Spa offers a 360° integrated approach to wellbeing and relaxation, a total escape for body and mind.

An open-air reception in traditional Maldivian style greets with the soothing scent of orchid. Five personal treatment suites afford garden views and a soaking tub in front of a waterfall. A pre- and post-treatment relaxation courtyard with plunge pool invites guests to unwind.

Indulge in bespoke spa journeys for two. Enjoy a traditional Thai massage in the

comfort of your villa, or the signature Maldivian Aqua Therapy on a sun lounger overlooking the ocean. Explore a range of Elemis facials using clinically proven formulations and cutting-edge technology.

Balance Wellness journeys begin with a personal consultation with one of the resident wellness consultants. Based on your lifestyle, needs and body composition, a personalised programme of exercise, diet, spa treatments and mindful moments is drawn up for your time on the island. Begin each day with healthy food choices catering to your body type. Practice meditation and yoga overlooking the ocean

with the resident yogi, or shape up with high intensity circuit training and cardio. Visiting Masters of Wellness from as far afield as Hawaii and Portugal bring the latest in holistic treatments to Anantara Veli. We also invite you to open the mind and find inspiration in the most stunning of everyday. Paint the sunset and explore the artist inside you. Join in a bodu beru drumming session or find wonder diving pristine reefs.

Guests at Anantara Veli are also invited to explore the treatments on offer at overwater Anantara Spa on the island of Dhigu.



ANANTARA VELI MALDIVES RESORT
P.O. Box 2098, Veligandu, South Male Atoll Male, Republic of Maldives
T +960 664 4100 | F +960 664 4101 | E velimaldives@anantara.com | www.anantara.com

INDUSTRY DISRUPTER

GARY vaynerchuk

Gary Vaynerchuk is the chairman of VaynerX, a modern-day media and communications holding company and the active CEO of VaynerMedia, a full-service advertising agency servicing Fortune 100 clients across the company's 4 locations.

In addition to VaynerMedia, VaynerX also includes Gallery Media Group, which houses women's lifestyle brand PureWow and men's lifestyle brand ONE37pm. In addition to running VaynerMedia, Gary also serves as a partner in the athlete representation agency VaynerSports, cannabis-focused branding and marketing agency Green Street and restaurant reservations app Resy.

Gary is a board/advisory member of Ad Council and Pencils of Promise, and is a longtime Well Member of Charity:Water.

Gary is a highly sought after public speaker, a 5-time New York Times bestselling author, as well as a prolific angel investor with early investments in companies such as Facebook, Twitter, Tumblr, Venmo, and Uber.

Gary is currently the subject of DailyVee, an online documentary series highlighting what it's like to be a CEO and public figure in today's digital world, as well the host of The GaryVee Audio Experience, a top 100 global podcast, and host of #AskGaryVee, a business and advice Q&A show which can be found on both YouTube and Facebook.

Gary also appeared as judge in Apple's first original series "Planet of the Apps" alongside Gwyneth Paltrow, Jessica Alba and Will.i.am.





GIVE MORE
than you take

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youtube.com/garyvee

youtube.com/askgaryvee

linkedin.com/in/garyvaynerchuk

twitter.com/garyvee

pinterest.com/garyvee



1. How has influencer marketing changed the game for digital marketers and why should every brand be investing in influencer marketing?

Influencer marketing is definitely worth exploring. If you buy the right awareness from the right influencer, it's a very good deal. I think that's just a good idea.

2. What advice can you give to women to overcome rejecting and getting the word "no" said to them all the time?

Rejection is part of the game. You need to know you are in a "no" business more than a "yes" business. If you're crippled by no, or you are dwelling on it, you are never going to be able to succeed.

3. With your new company, Empathy Wines, what is your strategy in getting your brand name out there? Will it be mostly online sales or will you be going into retail marketing with your brand?

At this point it is all direct to consumer. We are considering restaurants and other avenues, but for now it is only available at empathywine.com.

4. What advice do you have for any entrepreneur that has a product-based business that needs to decide whether to go online or into retail?

Direct to consumer is always going to give you more leverage because you're not at the mercy of the client. That's always going to be a top priority in my opinion. When you take it to retailers, they become too much of your overall business and you become completely at the mercy of them.

5. What advice can you give to people that are impatient about getting results?

The lack of patience is the biggest probability ever. I just try to tell them that it is not realistic. It takes decades to be an overnight success.

6. What do you think about the Woman Entrepreneur platform?

I couldn't be more passionate about it. Some of the best entrepreneurs in the world are females. I just want them to get over believing anyone's opinions and the insecurities that they have. I just want them to illuminate that. I want to encourage them, women and men. I am worried about the insecure - in whatever form they come in - and how do I educate them to not be insecure.

7. How do women transition from the past to where we are now in having a voice and doing something for themselves?

Just by surrounding themselves with people that continue to encourage and not tear down.

8. You are an extremely popular social media icon. How do you deal with haters?

Easy. I deploy empathy. I know that people don't have time to listen to all my content, so they have to make up quick decisions. If they hate me, I feel bad for them because they are in a place where they want to leave hate. So really, I just deploy empathy. I am not mad at trolls, or haters, I genuinely feel bad for them. If somebody has time to consume my content and then say negative things to me, their life is not in a good place. People are emotional and people are insecure and people are judgmental. It's hard for everybody.

9. If you could give entrepreneurs your very last tip ever, what would that be?

Give more than you take.



—INDUSTRY DISRUPTER—

ED mylett

1. Who is Ed Mylett?

I am an average person with an extraordinary desire. I am not somebody with an incredibly high IQ or any great natural giftedness or anything like that. I built a pretty big business in my twenties and thirties that mildly made me a very wealthy man very young. I grew up very insecure and very shy and introverted. I had to really work on myself; I had to work on my personal development and I read a lot of books. When you find somebody who outwardly become self-confident, it is probably because they came from such a faraway place. I had to really work on myself. Based on doing that I just made a lot of discoveries about how I would word things differently, different insights that I have had.

Tony Robbins encouraged me and said “hey man, you should really get into the space and help millions of people. Share what you know about how to perform better, be happier. Accumulate more wealth and abundance and relationships in your life.” I just made a decision on 47: I spent the first 45 years of my life building my own life, learning and having experiences. I want to dedicate the next 45 years of my life to helping other people make their dreams come true and changing their lives. I have been doing that the last couple of years publicly and my following has exploded. Forbes just named me the fastest growing businessman in the history of social media, so that’s pretty cool.

2. What is the difference between having an athlete’s mindset and having a non-athlete “normal” mindset?

I really believe that nowadays in the modern business world you need to train like an athlete. Many years ago, I don’t think fitness mattered in business as much as it does now, but now it’s a separator. It’s a separator because 1) you feel better about yourself. The easiest way to develop self-confidence is in the gym or in your diet. Self-confidence comes from keeping the promises you make yourself. It is a very fundamental thing. Self-confidence is self-trust. You can control what you eat and you can control whether you go to the gym. You can’t always control whether you close a sale or make a profit because that’s dependent on other people. You can do that with fitness. The second separator for fitness is you feel better about how you look so your confidence changes. The biggest one people don’t understand is that, let’s say I am a level-7 talent and you’re a level-10 talent. I am able to maintain my peak performance throughout the day at 3 o’clock in the afternoon I am on my sixth appointment because I am cardio strong. Because my core is strong. I stay at my peak performance longer than you, even if you’re more talented. Throughout the day you slip, you drop to five because of fatigue. The separator now is: can you perform at your peak level longer during the day, week, month, or year? Fitness is critical to that. We are corporate and business athletes. You don’t have to be a bodybuilder, what you need to be is healthy, and have energy and vitality and strength. That’s a huge separator to me in business nowadays that most people are missing.

3. Do you believe hard work will beat talent when talent gets lazy?

People say “work smart not hard”. I really don’t buy into that. Working smart is a given. But the separator in everything I have ever seen in my life, the top athletes that I coach in the US, the entertainers that I coach, the super successful business people, are frankly just the best mothers, the best fathers. They outwork everybody at it. Because there are two things that happen when you outwork everybody. Number one: You get better. You’re making more phone calls, you’re seeing more people, you’re doing more reps at the gym. Whatever it might be. You’re just better because you outworked them. There is a secret to outworking everybody. On short-term, unethical people can win. And the reason they can win short-term is that they’re willing to take from life or take from business more than they deserve, more than they’ve earned. Good people will never take more from a relationship, from the table, from money, from business, anything that

they believe they’re worth and they deserve. When you outwork everybody, the slow things start to happen to you – it happened to me. I am doing all these things other people aren’t willing to do, I deserve results other people won’t get. You literally change your self-worth through outworking everybody. That is the secret sauce why hard work matters so much.

4. You have been in the entrepreneur game for so long. What are the three biggest life and business lessons you have learned throughout your journey?

One of the biggest ones is: You’re enough. There are all these messages in life telling us we’re not enough, we’re always falling short. We’re not pretty enough, we’re not smart enough, we’re not strong enough. Sometimes in women’s cases that I coach, if you’re too bold, that’s wrong. If you’re too passive, that’s wrong. Accept that you are enough. If you can accept that you’re enough right now in this moment, a lot of things will change in your life and you can embrace you, you can love you and you’re going to produce results. That does not mean you don’t need to get better. You’re perfect for this moment as you are, you need to get better to prepare you for the next moment. That’s a truth that I know.

The second thing that I know to be true for sure in my life – this is just personal for me and has nothing to do with being an entrepreneur – is that I know there is a God and that God loves you and that God wants you to win and wants you to be prosperous and wants you to serve other people and wants you to do good in life. For me, that is always comforting to know that there’s a God that loves me that wants to see me successful, that cares about me. Those are two big foundations for me.

The third thing is that if you’re going to be successful in anything, you have to master persuasion. You’ll need to persuade people to come to the right conclusions. Whether it is about your business or relationships or making money or closing a sale. The best people are great persuaders. I watch a lot of good people in life who never get good at persuading people. Persuasion is energy. It’s not just words you say, it’s your ability to transfer that energy to somebody that affects them in a positive way. Even bees, they literally feel the energy from the flower when they decide which one to pollinate. They sense energy that much. So do human beings sense energy when they decide whether they’re going to pollinate your business or pollinate a relationship. You got to get great at persuading people, and that’s energy. You can’t transfer to somebody that which you’re not experiencing yourself. You have to really believe what you’re saying so that that energy is transferrable to people.

5. What do you know now that you wish you knew when you started on day one?

I know now that I deserve to win. I did not know that when I was younger. There is power in having great intentions. I just intended to do good and good people should win. I am not the smartest guy in the world, but I am a good man and I try to do good in my life. It took me twenty years to figure out I deserved to win and you get out of life what you believe you deserve.

You’ll never get more out of your life than your identity. I wish someone would have told me this twenty years ago. Your identity is really your self-worth and how you feel about yourself. Your identity is like a thermostat for your entire life. It sets the temperature of what your life is going to be. The key in life is to get good at changing that thermostat of what you believe your identity is, or your life is always going to be regulated by that temperature. The main way to change it is the power of association and how close you associate. One way to associate is to read books or listen to podcasts. Beyond that, you could go to a live meeting or maybe have a mentor. The best way is when they become your friend. Friends have the highest form of influence over anybody.

6. Being a peak performance coach, you get to meet the most amazing people. What is the most common thing you see that everyone is struggling with and what advice do you give them?

They don't negotiate the price. The number one thing I see with people who are having a hard time, is they're still negotiating in their mind the price they're paying. Is it worth it? Should I do it? Should I keep going? I am in so much pain. It's costing me so much. It's costing me money or it is costing me time or relationships. And they're constantly in the mode of negotiating the price they are paying all the time. While you are negotiating, you can't win. Whereas successful people, negotiate the price in advance. They decided the price is worth it. Any price is worth it, as long as it is legal ethical and moral. Once you've made that decision, you are in the - I am not exaggerating here - one percent of life. 99% of the people are always negotiating the price and here's the truth: they can be bought. Most people's dream can be bought. With enough failure, most people will sell their dream. They will sell their will to win. They will give in and make an excuse. 1% of people can not be bought. That dream is so valuable to them, any price they have to pay is worth it. The price you will ultimately pay for not making your dream come true is infinitely greater than whatever it is the price you need to pay to make it come true.

“The price you will ultimately pay for not making your dream come true is infinitely greater than whatever it is the price you need to pay to make it come true.”

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

I think that you have to be motivated, but the separator is execution. The people that win execute on the days they are not motivated. The people that lose, only execute when they're motivated. Here's the truth: you're not going to constantly be motivated or inspired. The separator is what you do when you are not motivated, so I'll take execution.

8. Do you think there is something like a woman being too aggressive in business or do you think it is merely confidence and a do-whatever-it-takes attitude that is misinterpreted?

I think it is misinterpreted. I have such a great and deep appreciation for these remarkable women. If you're an aggressive woman, be aggressive. If you're more of a cerebral type - thoughtful and quiet - be that. You don't need to be anything you're not. I think it is ridiculous that women's behavior is assessed in that regard and I want to help contribute to that not happening anymore by featuring all different types of powerful and successful women. Most businesses are now started by women. Women are driving the economy. More and more women in my country are being elected to the public office. We are now entering a renaissance time for women. This is going to be a beautiful time to be a woman entrepreneur, a woman leader. I am excited to help in any way I can to facilitate that.

9. You are a very successful entrepreneur. With success comes haters or cyber bullies. What is your advice for women on how to deal with that?

I would encourage you to pay them no attention and block them. They're not a part of your book. So many people give up their power and they begin to give power to the characters who will

not be in the main chapters of their lives. Do not give power to people who are in the background of your life. The thing that is really hard to accept about that is: if you have a strong opinion of and confidence in yourself, you're are completely unconcerned with the validation or the opinions of others. You need to look inward and ask "why does it bother me?" And it bothers you because you're still looking for validation from other people because you didn't validate yourself. For me, I know my intentions are good. I have my own validation, I have God's validation, I don't need the validation of other people. Therefore, I am not concerned by their criticism either.

10. How do you stop seeking validation?

For me, I had to surrender my addiction to other people's approval. You've become addicted to the opinions of other people. The way that we fix an addiction typically, is we replace it with a healthier one. I had to replace that with the addition of the contribution I was making. I am now addicted to the difference I am making in my own life and other people's lives - not the validation of it. I am addicted to making a difference and contributing. I am not addicted to whether or not somebody acknowledges it.

The most noble person in life is someone who gives without the need to be acknowledged for it. I try to become that person where I am just giving to you because I want to, not because you validate me for it. We all want significance, we all want recognition, but I have decided that I going to get my recognition and significance by contributing to other people.

Some criticism isn't hate. Some criticism is feedback and it is worth listening to. There have been some things I have been criticized for that I needed to hear and I have made adjustments accordingly. Don't waste your energy worrying what they think about you.

11. How do you handle rejection?

I have become addicted to progress, not necessarily just achievement. I can't always win, but I can always make progress. There is always something to grow from. I honestly believe that everybody comes into our lives to teach us something. A win for me is progress; what have I learned? Progress is power.

12. How do you determine the difference between someone's opinion and someone's feedback?

Their intent. Most people on social media intend to hurt you and make themselves look good. There is almost no criticism there that I think is valid. Take no offense when offense isn't intended. I have learned to distinguish between whether there was an offensive intention or not. Haters intend to hurt you. There is a difference between feedback and criticism. Sometimes there are people, for example, in your own family, who love you and are saying you should quit. Their intentions are good, but their feedback is incorrect. Not everybody who gives you negative feedback hates you. Sometimes the very people you are trying to do it for, are your biggest critics. Until you win, just accept that you are going to get this from people you love. Accept that pressure.

13. If you could give entrepreneurs the very last tip of your life, what would that be?

Take massive action. Perfection is a fallacy. Perfection is the lowest possible standard that human beings can hold for themselves because it is unattainable. Don't be perfect. Entrepreneurship is a mess. Embrace the mess. You're going to have hundreds of false starts; you're going to get it going then it is going to fall backward. That's part of the journey of being an entrepreneur. Accept the mess. If you want everything organized and in order, you need to be an employee. At the end of the day, your job as an entrepreneur is to win, to get it done, to outwork everybody. You're all going to have rejections, you're all going to have failure, you're all going to have people hate on you, you're all going to have doubt. It is all part of it. Win anyway. Get it done. Stop negotiating the price.

“Perfection is the lowest possible standard that human beings can hold for themselves, because it is unattainable. Don't be perfect.”

GET IN TOUCH WITH ED MYLETT

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KAYLA itsines

Kayla Itsines is a personal trainer and the world's most influential fitness identity, helping over 30+ million women worldwide to become healthier, stronger and more confident.



1. You have your dream job and do get to do what you love everyday, how did your love of fitness and nutrition begin?

Growing up I was always keen to get outside and get moving, as I loved the way exercise made me feel and how it energised me. During highschool I was really involved in sports and athletics, and PE (physical education) quickly become my favourite lesson. During PE lessons we were also taught about nutrition and the important role it plays in physical and mental health.

2. How did you start your business?

I've always had a strong passion for helping people and a love of fitness and sport. After I finished high school, I started studying to become a PE Teacher, however I deferred my studies to focus on becoming a Personal Trainer at the Australian Institute of Fitness. I fell in love with Personal Training straight away, as it not only allowed me to focus on my passion, but also gave me an opportunity to connect with other women and help them on their own health and fitness journeys. Once I graduated from the Australian Institute of Fitness I started working in a women-only gym, and started to develop my client base. To help my clients track their progress I started uploading their progress photos onto Instagram.

My partner Tobi and I co-created the Bikini Body Training Guides (BBG) together in 2014. We developed the BBG program to educate and support women throughout their health and fitness journey, helping them to feel stronger and more confident in themselves. Tobi, Sweat CEO, launched the Sweat app in 2017, and at that time I became one of the SWEAT trainers. My BBG and BBG Stronger programs are both now available to use within the Sweat app. The training and education provided in the BBG and BBG Stronger program, together with the amazing support of the BBG Community, has helped millions of women from all over the world. It still gives me butterflies when I think how lucky I am to be able to help so many women around the world!

3. Was it always in your plans to make BBG as popular as it is now?

I have always wanted to be able to help as many people as I could on their own health and fitness journeys, but I never anticipated that BBG would be as big as it is now. I feel so grateful and humble to be a part of the BBG community and that my programs have touched so many women.

4. What do you think is more important, having a strong personal brand or a strong business brand or both and why?

Knowing who I am and what I believe in is at the core of everything I do. I think that being authentic builds strength in developing your own brand profile, and for that reason is equally as important personally and professionally.

5. What makes your programs different from others available out there, why should people use your programs within the Sweat app?

I think what makes my BBG and BBG Stronger programs stand out is the goal. It's not about finishing a program after you've reached a goal weight, it's a healthy, maintainable lifestyle change that focuses on the importance of eating well and being active so that women can feel confident. I believe education is one of the most important aspects of any health and fitness journey, so I love being able to give women the tools they need to become fitter, stronger and healthier.

6. What is one of the most important things you have changed or put in place that has made BBG what it is today?

Using social media, particularly Instagram, has been key to allowing me to be able to reach so many women around the world, and build the BBG community to what it is today. I personally believe that social media is a fundamental aspect of any business, and has been an incredible tool for me to use to be able to reach and share my fitness method with women globally.

7. What was the hardest thing that you experienced when you started developing your programs, and how did you overcome them?

When I started as a Personal Trainer, I found that I was almost booked out everyday with client one-on-one sessions. My clients started requesting more workout time with me, but I wasn't able to accommodate them. I found this really frustrating, as I really wanted to be able to help more people and to be able to accommodate their requests. It was then that Tobì and I developed the BBG e-Book, so that I could help more women achieve their health and fitness goals.

8. Our editor personally follows you on social media, and you had a post up one day saying "You are not lazy, you are just unmotivated" - what is the top tip you can give to someone to get motivated?

Set a clear reason why you are starting your health and fitness journey. It needs to be something that really resonates with you and means something to you. Write it down so that you can look back and use it as a source of motivation for any of those times you feel a little flat.

9. Tell us about your new book, how long has this been in the making and what can people expect?

My new book, The Bikini Body Motivation & Habits Guide, is something I've been working on since I published my first book in 2016.

The Bikini Body Motivation & Habits Guide is all about building motivation and creating healthy habits that can help you make positive changes to your life. I've included some of the tools I use to keep me focused on my goals, so that these can be applied to you and your personal situation. It also includes a 28-day meal plan and workout plan, as well as lots of nutrition information.

Knowing who I am and what I believe in is at the core of everything I do.



10. What are your 3 top tips to business women when launching a new product, service or business?

Surround yourself with positive and supportive people. I'm really close with my family, and they have been there to support Tobì and I throughout the whole journey. I couldn't be where I am today without them!

Research, research, research! You can never be too prepared. Before launching my second book, The Bikini Body Motivation & Habits Guide, Tobì and I wanted to learn more about what was really happening in the lives of those in our fitness community, so we put together a survey that was completed by almost 40,000 women. That feedback gave us invaluable insight and helped us to shape the content of the book.

Listen to your customers, and take on their feedback. Women who had completed my BBG program gave me feedback that they were looking for a new challenge, and wanted a way to focus on building strength. Taking that on board, I launched my BBG Stronger program in 2017.

11. You have an unbelievable social media following, with massive engagement stats. What are 3 of the top tips you can give to any business woman wanting to grow her social media platform?

1. Be yourself and be authentic. You count! I am 100% open and honest with my followers. I believe this is why women follow my Instagram account. It's a place they can go and are surrounded by like-minded and supportive women. It's not just a page, but a community that uplifts and encourages each other daily.

2. Post regularly so you can give your followers new content to engage with. I post on my Instagram several times a day, and vary between progress photos, inspirational quotes, nutritional information and funny facts and stories about my life.

3. Encourage conversation with your online community. I'll often ask my followers to share their motivational tips, things they are grateful for, or even places they like to travel. It helps to build engagement, and gives my clients a platform to be able to communicate with each other and support each other on their health and fitness journeys.

12. What motivates you? What is your drive? Why do you do, what you do?

I get so much motivation from the amazing women in the BBG Community. Seeing and hearing about their incredible transformations, not just physically, but mentally, is such great motivation for me to keep educating and sharing tips with women around the world. The BBG Community is made up of some of the most dedicated and hard-working women, I feel so blessed to be a part of it. There is nothing else like it in the world, and the community inspires ME to be the best version of myself every day. These women are the reason that I want to continue to learn and grow and become more educated every day so that I can continue to help women become healthier and more confident all over the world.

13. What is your view on the Woman Entrepreneur platform and the vision we have to empower women to start or expand their businesses?

The encouragement and support of women is at the core of what I do, so I love that Woman Entrepreneur here this, and that the platform gives women an opportunity to connect with like-minded women to help them on their journey.

14. What is one of your favorite quotes and why?

"The only limitations are those you place on yourself." I love this quote as it reminds me that I am in control of my life and my own potential. When you realise that, you can become unstoppable.

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#PLAYER DETAILS

Name & Surname: Rebekah L Femia

Age: 37

Industry: Digital Marketing & Wealth Creation

Company: Rebekah L Femia

Year Established: 2013

REBEKAH L
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—INDUSTRY DISRUPTER—

1. Give us a bit of background about yourself and business?

I was born a rebel, a disruptor. At school, I was always in trouble for breaking the rules. I could never understand why I wasn't allowed to speak up and share my opinion. Why should I have to listen and follow someone else's made-up rules?

I felt out of place, had no idea where I belonged or how to manage my emotions so I rebelled against it all, leading to a painful struggle with drug addiction and an eating disorder. I just didn't fit into any of those stupid boxes; something that I now know has helped me become the successful entrepreneur I am today.

It wasn't a productive way to live, and it wasn't until I started to really dig deep into personal development and began to understand who I was and why I was different that my uniqueness became my power. Once I fully owned who I was, I turned my life around and became someone who was disrupting the world in a powerful and positive way.

My lifelong love for food and travel saw me working as a chef for 10 years and a travel agent for 6 years. I then got into the online space, combining them both into a business that allowed me to have the freedom to live a fully expressed life with an abundance of income to really experience everything that was available to me.

My life radically shifted after I went through a traumatic experience with the loss of my baby at 12 weeks, the breakup of my relationship, all while being extremely sick with a parasite I got while living in Bali. I was exhausted, depressed, depleted and totally spinning out of control, feeling like I could hardly breathe in every second. This was the most challenging time in my life, yet it was the BEST thing that ever happened to me.

For far too long I had let my inner voice be ignored. For far too long I had not trusted my soul and her purpose. So I got very clear on what I wanted my life to look like and who I wanted to be.

I wanted to be a woman who was fierce while stirring people's soul, who inspired others with her story of determination and courage, who was vulnerable, raw and real, who gave a voice to the voiceless, who lived her life fully leaving nothing on the table, who was of service in a way that truly left this planet better than when she got here.

I am now so passionate to teach others what I know and link arms with heart-centred entrepreneurs who are relentless, and maybe even a little bit crazy about life, business and purpose.

Money with soul is one of the most healing commodities on the planet.

2. How did you feel and what does it mean to you, to be selected for our Industry Disrupter of the year issue?

Truly honoured! I mean, being in the same magazine as the man himself Gary Vee is something I never imagined was possible. To me, it signifies all my hard work over the years and truly being seen for the impact I'm making. Most importantly, it allows me to be exposed to the right people so I can create more impact and add more value to the world with my message.

Being an industry disrupter comes with the responsibility to show everyone who is reading this that they can forge their own path, they can create their own rules and that being themselves and living authentically should be - and is - celebrated when you fully own it. Find your tribe and surround yourself with like-minded rebel badasses.

3. Why did you choose to be an entrepreneur, work 24/7 over being an employee and working a 9-5 job?

I don't believe in working 24/7; I live 24/7 and choose to pursue my passions in between, which is what most call "work". But to me, it's impossible NOT to do what I do. I LOVE what I do and I feel inspired, excited and passionate every single day.

Truly living to me means having freedom and choice. Finding a vehicle and business that allows me to do this means I'm living a "hell yes" life every single day. Choosing to work on someone else's schedule and follow their rules doesn't feel like living at all. Spending only two days a week happy, fulfilled and excited, and five days waiting for the weekends just seems like a waste of life. I did it for 15 years, and I knew in my soul that it wasn't what I was put on this earth for.

4. Being an industry disrupter you must have some serious skill when it comes to time management. What are 3 tips you can give to entrepreneurs to be more productive and less "busy"?

I truly believe that people keep themselves busy with things that don't really matter because they're not clear on what it is they really want.

They use being "busy" as an excuse to avoid being successful. I know it sounds crazy, but someone with a clear vision, confidence in themselves and a winning mindset make themselves and their success a priority.

How many hours a day do you spend on things that have nothing to do with your goals? Everyone is looking to others to give them direction on what they should be working for but no one can do that for you. Not being honest and acknowledging what it is you truly want means you'll always be working towards the wrong goal. It won't excite you, like truly deeply excite you, and you'll find yourself losing motivation and being busy doing other things.

So be really clear and own what you want! If you want a Ferrari then say it and own it! You don't need to want to save the world for your goals to be valid and important.

Stop focusing on things that have nothing to do with your goals (the real ones that make you jump out of bed in the morning like you're getting on a plane somewhere.) As you can see, one of the things I work for is travel, it lights my fire more than anything else in the world.

Time is an illusion anyway. Let go of focusing on how much time you don't have and focus on yourself.

You don't need to manage your time, you need to manage yourself.

5. How and why did you choose your industry?

I loved the idea of being able to work from anywhere and having complete freedom over my life, so working online was an easy choice. I absolutely love empowering others to own their worth and live a life by design, so they can do whatever the hell they want!

Showing people that life is just one big game and we can choose to live any way we want instead of being consumed by society's rules, is what I was put on this earth to do. There are too many people living "asleep", who don't feel like they have a choice in being their real and raw authentic selves. What excites me most is seeing people fully own who they are and run wild with possibility and imagination. Living from their soul's purpose instead of society's life-sucking "plan."

Being part of the cutting-edge online business automation model excites me as we are leading the industry in an ever-evolving digital world. My

highest value is freedom so if I can work less, live more and triple my income while making a huge impact then that, to me, is the ultimate success.

6. What does an industry disrupter mean to you?

Being disruptive crucially means setting the agenda other people try to copy.

Disruption isn't just doing things in a different way, and it is not about being gimmicky. Being disruptive is about changing the game.

Uber and Airbnb are marketing leaders as disruptors who have taken risks to change the game long-term. They are perfect examples of where someone has come in, disrupted and completely turned that industry on its head.

To be a disruptor in today's evolving world you really can't be afraid to take a risk. Some of the best innovators and disruptors in the world have had that passion, tenacity and vision, and have never strayed away from that one true core mission of their business.

Our automated marketing platform is doing the same in the online world and I love being at the forefront of change. Within the next five years, there will be similar platforms being created for all types of businesses as we move into this evolved online working world.

Everyone wants to create more income working fewer hours doing something that is making an impact and true change. We are doing it and it's disrupting the online space in a big way right now.

Ultimately, disruption is good for business. Disruption is massive, rapid, and most likely permanent change, and that can also be difficult to go through as people don't like change. But disruptive innovation is important for this world, to stay vital we need to embrace innovation, technology and the turbulence that can go with it so we can evolve with it and not against it.

7. What was the one thing you did in your business/industry that just exploded your business/brand to the next level?

Partnering with an automation leveraged platform was a game changer as it allowed me to outsource the heavy workload and focus on what I'm good at and enjoy! It also gave me more time freedom which meant I could focus on the one thing I believe creates massive success, abundance and happiness in all areas of life: personal growth.

Our beliefs, patterns and mindset are the true key to living a life without limits. If you believe there are limits then you're always going to be standing in front of yourself blocking your own way.

My business is heavily focused on personal growth and inner freedom, and we have a secret tool within our platform that allows the business side to be leveraged. Leverage and outsourcing is a game changer and what sets us and other online businesses apart.

I also started working with an incredible coach and healer to work through my limiting beliefs, blocks, and heal my heart.

You don't have a business problem, you have personal problems that show up in your business.

8. 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?

Absolutely going ALL IN on your strengths as that's where the juice is and that's how you multiply your results.

You can outsource and pay people to be in their zone of genius while you focus on what you do! Why waste time focusing on things you're not good at? There is a difference between learning something you're passionate about as opposed to trying to push yourself to learn something that you see as a weakness, that is uninspiring and makes you want to headbutt the wall. Staying in your zone of genius will always keep you in a state of flow and fun.

The only thing I believe you should focus on that you can see as a weakness is your mindset, and that will ultimately become your greatest strength. Turning your pain into your power will not only set you free but inspire others to do the same. Our pain and trauma are our greatest teachers and usually why we are here. It's what most businesses are deep down, just a reflection of someone's pain they experienced, overcame and now teach others how to overcome. That's where the drive and the passion lie.

9. As an industry disrupter, you have achieved and experienced so much. What are 3 things you see entrepreneurs that are new to the game are doing wrong and set them back?

What I see is so many trying to be someone else. They are following someone else's path because they believe if they do exactly what they did and be who they are they will also be successful. It doesn't work like that. You are not that person, you don't have the same drive, the same experiences and the same value you can add to people's lives just by being YOU. Own your own path and use others as inspiration. The more you try to be like someone else, the more you lose that unique spark that only you have to give.

Too many people are playing it safe. You want to disrupt your industry, society and the status quo. So go BIG, take risks and piss some people off along the way. Let go of the fear of being judged by others and just play FULL OUT.

Sharing only the good instead of the real makes you look fake and people can feel your energy, no matter what! You can't Photoshop personality, heart, and values. Show people who you really are and that you're just like them. If people can't relate to you, they may follow you and look up to you but you won't be able to impact them in a deep and meaningful way so they can create their own success. You need to choose; do you want to be loved and adored on social media or do you want to help other people achieve success and live an epic life? What makes you vulnerable, makes you beautiful.

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

I have so many I can't choose just one! It's less about the event of the thing that "failed", which I don't really believe in anyway. To fail means whatever you want it to mean. If you let go of the attachment to the word "fail", you just have an experience. I could have chosen the café I bought but never operated, I could have chosen my drug addiction, maybe it was spending 40k on a real-estate course that was a scam and I never used.

First, you need to take responsibility. Second, you need to forgive yourself. Then you get to learn the lesson and turn it into success.

All of my experiences I chose to see as lessons. If I learned the lesson right away or years later it doesn't really matter because I took responsibility for my part in them at some stage.

Everything external is a direct reflection of the internal. My failures were a beautiful mirror and reflection of whom I believed I was at the time and gave me the foundations to become who I am today.

Two questions I now ask myself always:

1. Where do I get to take responsibility for this?
2. How do I get to grow powerfully in this situation?

When people feel like they failed they see it as a mistake and so they feel embarrassed or unworthy of success. Embarrassment is caused by others deeming what you did as socially unacceptable, so it's a made up emotion created by someone else's rules of what's "acceptable". It's based on ego and the need for perfection in our society. If you want to be an entrepreneur, you need to let go of perfection. Perfection isn't the goal, yet it's often expected by society. If fulfilment is an inside-out job, how can we judge others and truly live the life we were created for at the same time?

Until you change your thinking, you will continue to recycle your experiences.

11. You are a very successful and powerful entrepreneur. From your experience what is the best way on how you can get your name out there?

Show up every day, and I mean every single day engaging with your audience to really build a relationship with the people who are interacting with you.

Be super clear on who your target audience is and who you allow to be involved in your space. Really share yourself, add value, create a massive amount of content and give it away; the secret to living is giving.

If you get asked to do an interview or be featured in a magazine, do it! To do a live with another entrepreneur to add value to their network, do it! And do it from a place of providing value rather than wanting to be famous as people can feel your energy before you even speak. It's not about you.

Showing up as a leader and being fully seen in your authentic flow attracts the right opportunities and people to come into your life. Share the real you, masks off, and your perfect soulmate clients, mentors and friends will always show up.

Too many people are playing it safe. You want to disrupt your industry, society and the status quo.

12. What is the secret to your success?

I am my secret to success!

My mindset and commitment to continuously grow as a human is why I have been so successful. If you're not investing in yourself, your growth and your expansion, the BS stories that you keep feeding yourself that you can't do it or aren't good enough will continue to surface and keep you stuck in a never-ending cycle of procrastination and self-sabotage.

There are so many things that hold people back and the one that I believe effects most people is their self-worth. This affects their ability to receive, to see new opportunities and have confidence in their true power.

There is no right way, there is only my way. You need to be self-aware, so you can follow your own path to success and happiness. You need to be self-responsible, so you don't leave your success and results in the hands of others.

Radical self-responsibility will change your life. It's the most powerful thing that changed my life forever.

Persistence is severely underrated I believe. Persistence and determination alone will outdo talent, genius and education every day of the week.

I truly believe I was born to make a difference. I hold the key to my own success and I AM the vision.

13. What legacy do you want to leave?

My Mission and vision are to empower women to own their worth, own their wealth and own their voice. To love their life, engage their spirit and speak their truth from their soul. To create a powerfully sexy soulful relationship with money.

To lead a movement that allows people to open up their abundant energy that is their birth right so they can fully step into their greatness as the strong, confident, fun, passionate & successful powerhouse humans they were born to be, who inspires greatness in others. To grow leaders who are passionate about contributing to the world becoming a more soulfully sexy, heart expansive and loving place.

14. What advice can you give to fellow entrepreneurs that are on the same journey as you, and want to achieve the same success that you achieved?

Life isn't hard, business isn't hard, unless you have a story that it is, and you will then make it that way to validate this belief.

I used to have a belief that you had to hustle 24/7 to be successful, and it was hard. It didn't come easy, and it took a long time to achieve success. Once I became aware of this belief, I realised it wasn't even mine! It was from my parents and so I decided to create a new story. One where business was fun, there was ease and flow surrounding everything I did, and so I got to work on validating this new belief.

Since then I have 10x my income, I'm having so much more fun, I work way less hours and it feels in complete flow and alignment. I am in full surrender and trust that I am capable of creating exactly what I want and it's already done. You will never reach your goals if your beliefs don't support it.

15. What can we expect from you in 2019?

I'm currently working on an online course I am creating with my spiritual guru shaman soul sister. Working with her has multiplied everything in my life tenfold. Together we are committed to bringing to the world our life's work in an online training program called Own Your Worth, Heal Your Heart, Create Abundance and Manifest Magic. It's going to change the game for entrepreneurs that are truly ready to expand in all areas of their life.

I'm also committed to bringing a project close to my heart to life, which is teaching personal development to kids in schools all over the world. I have been an ambassador for a non-profit that does this mainly in Tanzania, Australia and America and it's my mission to create an online platform that kids from anywhere in the world can get access to this life-changing work. The kids are our future.

In 2019 I am looking to partner with 20 driven and passionate people to create a six-figure a month business through my online platform and create true financial success.

This is the year I find my partner in shine and fall madly deeply in love.

GET IN TOUCH WITH REBEKAH FEMIA

wildlywealthy@rebekahlfemia.com

 rebekahlfemia  rebekahlfemia

<https://www.rebekahlfemia.com>

PAUL thomson

#PLAYER DETAILS

Name & Surname: Paul Thomson

Age: 30

Industry: Online Courses

Company: Paul Thomson

Year Established: 2018



1. Give us a bit of background about yourself and business?

I grew up in Australia, and am currently residing in Bali while travelling the world. I've built an online business empowering six, seven, and even eight-figure business owners to create and sell online courses. Specifically, my company helps entrepreneurs at all levels to share their expertise in the online space, scale their business, and make money while they're at it.

2. How did you feel and what does it mean to you, to be selected for our Industry Disrupter of the year issue?

It's such an honour being recognised as an "Industry Disrupter" because it shows that my message is getting out there. My mission is to change the online course industry forever. For far too long vulnerable people have been tricked into buying courses and programs that just don't work. I'm creating a movement to stamp that practice out. I want to create a fair system, where course creators can make tons of money while customers and students get the value that they pay for.

3. Why did you choose to be an entrepreneur, work 24/7 over being an employee and working a 9-5 job?

I was always restricted to conform to company policy in the jobs I'd had. While the pay was great, and I had some freedom to travel, I was working a schedule that someone else mandated. Not only that, but I was pouring my heart and soul into someone else's dream. I wasn't building my legacy. Now, when I'm crunching away on the weekends or late at night, I'm doing it for me. I'm doing it because of the dream that I want to build. I find it much more motivating when I'm working on my business. I can see a direct output which is dependent on how much effort I'm putting in. There's something uniquely exciting about that feeling.

4. Being an industry disrupter, you must have some serious skill when it comes to time management, what are 3 tips you can give to entrepreneurs to be more productive and less "busy"

This comes up a lot when people ask me how I do it all. These are the three principles that have helped me hold it all together, delegate, prioritise and reframe "busy". One of the first things I did in my business as we started to grow was hiring team members, though it took me a while to learn how to delegate effectively. As with many "fresh" entrepreneurs, having to micromanage and check off every little aspect of your business is a hard habit to crack. When I found the right team members, I was able to let go of more, and that freed up so much of my time to work "on" the business and not "in" it.

Second to delegating is the ability to prioritize. As an entrepreneur in a service-based industry, dealing with multiple clients and projects at any given time, the ability to prioritize properly is key to your success. If I stopped what I was doing to answer each question, put out every little fire, respond to client requests, I would be overwhelmed and inefficiently running my company. Learn to prioritize your time and your projects.

Lastly, reframe "busy". I remember feeling super overwhelmed at one point early on. I was stressed to my eyeballs and all of a sudden I realised, if I was stressing now, what do I expect to happen at triple our company size or ten times our company size? Being "busy" doesn't mean I don't have time, it just meant I needed better systems to support me in my role. After that lightbulb moment, everything I did was based on developing a system to meet the demands of the company.

5. How and why did you choose your industry?

I used to be a high school teacher in Australia and love education. I spent a lot of my career speaking at events and helping schools integrate technology into the classroom. It was through that experience that I landed a role with a social media tech start-up based in the US and decided to quit teaching to explore this new pathway. I worked for them remotely and travelled the world for almost two years before landing in Bali

and falling in love with an American business coach. She was well on her way to creating a really successful business and I helped her build the courses and programs. It was then that I realised there was a huge gap in the market for coaches who wanted to integrate online courses into their business, but either didn't have the technical expertise to create them or the marketing knowledge to sell them. I had found my niche; it blended my background in education, my experience in social media and marketing and my nerdy love of all things tech.

The online course economy is absolutely booming right now. Everyone is racing to get on board and now is the time to implement. I wanted to be able to support those business owners as they diversified into the course space.

6. When you started your entrepreneurial journey did you ever think that you will be where you are today?

Absolutely not. I was born and grew up in a tiny town in Far North Queensland, Australia. We literally only have a couple 1000 people. Typically, people growing up there went into local farming jobs or simple brick and mortar businesses. I still get messages from people I grew up with congratulating me on my success. The common mentality is there aren't any "opportunities" outside the cities. Well, I really blew that out of the water, didn't I? I'm grateful that I grew up where I did, though. My family is super close and they've always supported me throughout my entire journey. I love them so much. My small-town parents taught me how to be humble, have integrity, persevere through adversity and to always dream bigger. I'll take those lessons with me forever.

7. What does an industry disrupter mean to you?

I believe it's someone who assesses the current state of the industry, looks for signals of where it's broken and comes up with their own solutions on how to overcome those problems.

As an industry disrupter, you're on your own. You might not be popular for a while; people will try to tell you you're wrong, there's not a lot of support for what you're trying to achieve because no one has gone down the path that you're pioneering.

In the end, it's worth it, though. You prove not through words, but through actions and results. That's why Industry Disrupters are often revered in the end. Because they've proven the unachievable is actually possible.

8. What was the one thing you did in your business/industry that just exploded your business/brand to the next level?

Ah, this is an easy one for me and typical of so many entrepreneurial stories I hear. You see, in the beginning it took me ages to realise which offer my ideal clients actually wanted. While I hypothesised for ages, it wasn't until I "struck gold" with my done-for-you services that my business exponentially grew. My team exploded in size, our contracts skyrocketed and I was working with bigger and bigger clients each week following that shift. Now, that's our bread and butter. It's what drives our growth and is the momentum that I'll use to continue to scale the company.

9. 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?

For the beginning, I believe focusing on your strengths is super important as that is likely going to be bringing in the revenue. When you're just starting out, doubling down on what you're good at will accelerate your growth. In any business, focusing on sales and driving revenue is critical to the success of the company.

As soon as you can afford to, hire other people to compensate for your weaknesses. Find people that can do a better job than you, more efficiently and bring them onto your team. Be strategic about the people you have around you as they should be complementary to your strengths.

10. As an industry disrupter you have achieved and experienced so much, what are 3 things you see entrepreneurs that are new to the game are doing wrong and set them back?

The most common mistake I see is entrepreneurs not spending enough time building brand awareness before they try to sell their course. Creating an audience of potential customers that know, like and trust you before you try to sell your courses will directly correlate to the success of your launches. The bigger the audience, the more in sales.

The next common setback I see so often is people building courses and trying to sell them without validating the need for it first. I have a rule; unless you know people are going to buy your course, don't build it. Don't waste your time or money developing a product that you don't even know people will buy. Constantly test your ideas with your audience, survey them for feedback and come up with a way to segment out people who show they're interested in your course. That way, you'll have a targeted list of people set aside that you can sell directly to.

Thirdly, don't be tempted to cut corners when creating your course. As appealing as it might seem to quickly create a product that you can sell over and over again, you need to make sure it's valuable, engaging and educational. Without those three elements, your success as a course creator might be stifled.

11. You are a very successful and powerful entrepreneur, from your experience what is the best way on how you can get your name out there?

It's a simple, two-step process. Firstly, go out and help your ideal clients for free. Narrow down a list of those potential clients who have the money to pay you and big audiences behind them and give them value for free. This will naturally put you in the circles you need to be in to succeed in quickly growing your business.

Secondly, document everything you do. Give away your secrets, share with your audience what you're working on and how you're doing it. People get nervous that they're giving away too much information for free but you'll notice that of the people you see online giving away tons of free information, they're usually the ones with the most successful businesses behind them.

People will quickly see who you're working with and what you're working on. From then on, the flood gates open and your business is booming.

12. What is the secret to your success?

The secret to my success is a combination of two complementary factors: my mindset and my inner-circle. First and foremost, I would not be where I am today if I didn't have the tenacity, confidence, courage and faith in myself and my abilities to accomplish what I have. But that alone isn't what drove me to my success. Because I can tell you, there are days when I wanted to give up, weeks where I didn't know how I was going to afford rent. I'd fantasize about how "easy" it was working for someone else. And this is exactly where I give most of the credit to my success to my inner-circle. It's been my friends, loved ones and mentors that have encouraged me, supported me, guided me and pushed me out of those ruts that I'd slip into. They were the antidote to my self-doubt. I can never thank these people enough for truly being there for me every step of the way. And I tell you this, if you have people around you that are constantly tearing you down, telling you to give up, holding you back from living your life's purpose, remove them from your life immediately. It might sound harsh, but you don't have the time to waste on people who hold you back.

13. What legacy do you want to leave?

I am creating a fair and transparent economy where people can make an informed decision before purchasing an online course. Gone will be the era where great marketing can sell terrible courses. I want course creators to make money from online courses just as much as I want students to be able to learn, grow and transform from the courses they take. It's going to be fair for both sides.

14. What advice can you give to fellow entrepreneurs that are on the same journey as you, and want to achieve the same success that you achieved?

For any entrepreneur heading down the same path as I am, I just have one piece of advice. Overdeliver on what you tell your clients you can do for them. Be conservative in your scope of works and smash your clients' expectations along the way. The internet is an enormous marketplace. There'll always be someone cheaper than you, there'll always be someone more expensive. But it's impossible to replace you. The relationship you build with clients is paramount to your success. Do not fall short of expectations. The only way to do that is to overdeliver on your promises.

15. What can we expect from you in 2019?

I'm currently opening up my private coaching spots to help more people grow their business. I like working one on one with clients because I can see the direct results of the products and strategies we implement to explode their business. In the next 12 months, my clients will have generated multiple millions in online course sales. I'll be focusing more on video content for my personal brand by diving into YouTube and LinkedIn specifically. I've got some travel plans lined up already with a few international speaking engagements. Other than that, the business will continue to grow, I want my team to be feeling really fulfilled in their roles as we expand and bring on new staff. It's going to be an exciting year of growth for everyone.



PAUL THOMSON

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FREDERICK Wang



#PLAYER DETAILS

Name & Surname: Frederick Wang

Age: 52

Industry: Education

Company: MTS Ltd. Taiwan

Year Established: 2009

1. Could you give us a bit of background information about yourself and your business?

I was born in Michigan State, USA in 1966. My late father Chao-Fang Wang was one of the five architects who designed the now-destroyed Twin Towers of the World Trade Center in New York, so the Architecture Department of National Cheng-Kung University in Taiwan invited him to join the University, so as to share his expertise with them, in 1974. So, my family moved to Tainan City, Taiwan when I was nine years old. Later, after I completed my undergrad education at that same University with a Bachelor's degree, I went on to Columbia University in New York City in 1992 for further studies, and then earned my Master's degree in 1995. Given this background, I am not only fluent in both Mandarin and English, but have also gained a deep understanding of both languages, knowing well the nuances of meaning for words and phrases, for example.

Thanks to this ability, I had the luck to be invited by a friend to assist him with an interpreting task when one of his regular colleagues bailed out at the last minute. At that time I had already founded my tutoring school and had been running it successfully for over a decade, working over 55 hours a week to help some teenagers cope with their homework for school. (I was the math, physics, and chemistry teacher for that school, but never taught English, surprise!)

I taught with all my heart, trying my best not only to help the youngsters improve their grades at school, but also to broaden their horizon by introducing RichDad's Cashflow game (playing it every week after class), and setting up a private, 12-computer internet game center within the school for my students (totally for FREE!) And I also took my students of the high-school level on field trips to various cities in Taiwan, to visit some top universities across the island, in order to inspire them to aim at higher goals than just entering local colleges.

So when my friend asked me to fly to Australia to help him as the interpreter for a six-day event in 2005, at first I was reluctant to do so, since it meant skipping my classes for an entire week and messing up my work flow in the tutoring school. But somehow he convinced me by telling me "You're gonna see what real education is", so at the end I decided to go and help him out.

It turned out to be Tony Robbin's "Date With Destiny" seminar, and I was blown away by what the seminar was about! It turned out to be exactly the missing piece I had been seeking for years - the very centerpiece I needed to make my students not only focus on getting good grades, but also learn to live a meaningful life with an ever inspired mindset.

Just before flying out to join that event, a former student from my tutoring school that I hadn't seen for years just graduated from college, and came to pay me a visit. He was an honor student, and once was even invited to Seattle USA to share his thesis and research. During his brief visit, he said: "Mr. Wang, I really studied hard and did the best I could academically, but somehow I have become less and less happy. I know I have achieved a lot, but I can't help feeling something is still missing in my life." His words kept echoing in my mind while I was interpreting for that seminar of Tony's during the next few days.

That event made me realize that I just couldn't go on telling my students to "get good grades and enter the best college you can, so that you can live a successful and happy life." So I decided to wind up my tutoring school, and started attending all kinds of "self-improvement" seminars, whatever their topics might be - finance, spiritual matters, public speaking, training, investment, you name it. And, given my bilingual abilities, I started working as a full-time simultaneous interpreter instead, helping to spread public awareness of such seminar education to the Mandarin-speaking population.

By the way, at that time I had also been working as a manager for a USA company called SST, which was manufacturing unique parts of freestyle bicycles to be shipped worldwide, but after attending "Date With Destiny" I left that position as well.

After four years of attending such seminars overseas and interpreting for them, I decided to introduce those seminars to the Mandarin-speaking market. So I founded my current company - MTS Ltd Taiwan - in 2009, and so far have invited a number of big-name speakers such as Brian Tracy, T. Harv Eker, and The RichDad Advisors to come to Taiwan and share their wisdom and insights with the local people. I have been working hard to raise public awareness of those seminars and to broaden people's views and minds to this very day.

2. Could you tell us about some of your amazing achievements?

Our first major seminar in Taiwan, led by Mr T. Harv Eker himself, entitled "Millionaire Mind Intensive", attracted 2,650 participants, setting a record for Taipei City in 2011.

3. How do you feel about being selected for our "Industry Disrupter of The Year" issue, and what does it mean to you?

I feel very much honored, and hope I can inspire people to step out of their "familiar zone" or "comfort zone", and go on for greater dreams. I have learned that, in reality, I don't have to know everything (or even ANYTHING) about that new industry or career when I started out. For example, I majored in Architecture and Urban Planning during my university years, but then after earning my Master's degree I chose to operate a tutoring school helping teenagers with their homework. And then I switched to yet another career when I closed down my tutoring school to become a full-time interpreter and seminar promoter.

I'm just an ordinary person, with nothing very different from anyone else. At the beginning when taking a leap of faith, definitely I felt fear and doubt involved for sure, but with a sense of mission, with passion and diligence, I have managed to come through.

4. Why did you choose to be an entrepreneur working 24/7, rather than an employee working on a 9-5 job?

Because I cherish freedom and value my time. From my point of view, time is the most precious commodity we have (even though Albert Einstein proved that time doesn't really exist, but that's a totally different issue.) We can always find more ways to create extra income streams, but time and tide wait for no man - nor woman. (Got to be careful about political correctness these days... Geez)

Once you have achieved the "sweet spot" of your operations, you can work less and yet earn way more than before; in other words, you become more efficient by becoming an entrepreneur.

For example, right after starting my tutoring school, I had to work 55 hours a week, earning roughly US\$72,000 a year. Now, being more experienced and sophisticated as an entrepreneur, I only work four hours per week (besides carrying out my interpreting tasks) and yet my income has tripled. It has taken me a decade (and also a great team) to achieve this change.

5. Being an "industry disrupter", you must have some serious skill in time management. What three tips you think you can give to help other entrepreneurs become more productive and less "busy"?

1. Find the right people:

Your core business team is essential. The persons you recruit should be a "right fit" for the company's culture and values, and that is way more important than the level of their skills. Sorry to say that usually I have to make do with some "wrong people" first before I can find out who are actually the right ones for the company.

2. Delegate and trust:

Once by testing them you've found them to be the right people, then delegate work to them and trust them to operate. I used to let myself get in the way of my business operations (i.e. micro-managing etc) but not now anymore. It makes my life so much easier!

3. Do your best to instill into all employees a sense of shared ownership, even in a financial sense of it. I look at it as "our operation" and "our company"; it really boosts morale and loyalty!

6. How did you choose your industry, and why? When you started your entrepreneurial journey, did you ever dream you would be where you are some day?

Not in a lifetime! I used to drive back and forth on the same road, teaching the same lessons, performing my routine tasks at the same location for over a decade, just to earn a steady paycheck. Now I get to fly all over the world, meeting the brightest minds and all kinds of awesome people, experiencing other cultures, tasting exotic foods, and learning from the best seminars, while earning a way higher income and enjoying much, much more free time.

I often think to myself: "What if I didn't take that leap of faith because of fear? What if I insisted on operating my tutoring school instead of taking up interpreting/translating? How different my life would have been if I hadn't made that change?" Thank God, I did!

7. What does an “Industry Disrupter” mean to you?

What was the one thing you did in your business/industry that just exploded your business/brand to the next level?

Cutting the middle man out of the picture. In China’s business sector, the sales force takes away 50% of total revenue for their commission. 50%!! How many people decided NOT to participate in a seminar just because of the high-priced tickets? The would-be-saved commission alone is enough to offset the travelling cost and accommodations overseas! Thanks to modern technologies such as internet marketing, we can make the price of the tuition quite affordable while increasing the total number of participants at the same time

8. Do you believe in going all out with your strengths without bothering yourself about your weaknesses at all, OR do you believe in overcoming your weaknesses, and why?

I am inclined to do the former, because 1) I believe in my team, and they are there to cover my weaknesses, and support the company’s operation as a whole. 2) There is no guarantee that you will overcome your weaknesses even if you work on it, and what would happen if everything was on the line but yet you just couldn’t overcome your weaknesses? It is way better to have someone else who is good at your weak area to support the team. As Robert Kiyosaki always emphasizes: Business and making money is a team sport. How true it is! Amen to that!

9. As an “Industry Disrupter” you have experienced and achieved so much. What are the three things that you see some entrepreneurs new to the game are doing so wrong that it would set them back?

I personally think “not utilizing new technology” is the major issue. My company has recently moved to a new location, and we have decided to scrap our internal phone system, and use LINE, WhatsApp, and WeChat instead for customer service and colleagues’ communication. Nowadays over here in Asia, only a few people choose to print their company’s phone or fax numbers onto their business cards.

If yours is a start-up, I strongly suggest you check out “WeChat Work”. The tool can replace your duty roster, superior approval system, debriefing system, bulletin system, out-calling system, and so on – so many systems that usually cost some US\$100,000 for the average start-up, and it is totally free! The best part is: it can integrate your business emails into a designated group chat! In the past, a colleague would need to send you a message in a group chat telling you to “check your email” or something like that, and then you would have to open your email-inbox and go look for it, read it, then get back to the original group chat to reply or approve. In “WeChat Work”, this particular email will immediately show up right in the group chat you have with this person, right under the text, so you can click on it to read it, and you will be back to the chat room once you close it. In other words, different parties can focus on a single chat group without missing anything regarding their task (all documents and communications are all put into one place)

Yes, I know, people can form all sorts of “groups” on all kinds of APPs, but what happens if the creator of that particular group leaves the company, or is assigned to handle another task? Sometimes it is hard to maintain a chat group if people are frequently joining in or leaving. And unless the business owner or management team is invited to the group, they won’t know what has happened or how a certain task is going on. Now this problem has been solved by “WeChat Work”.

10. What has been your biggest failure to date, and how did you overcome that and what did you learn from that?

Finance-wise, I started to invest in the stock market during the 1990’s, and after making some nice income in the market, I persuaded my parents to invest their retirement funds (which was equivalent to \$500,000 USD) along with my own funds, and then lost it all in the “dot com bubble” crash. My father never blamed me nor said anything harsh to me afterwards, but lived a way more humble life till he passed away in 2006.

In a time-honored Chinese tradition, a son would refrain from shaving for three years following his father’s death, hence I grew a moustache and beard during that period, and decided to keep it on as a reminder for myself to

A) Never forget how my father dealt with such kind of loss and be kind to others when they make mistakes;

B) Always do my own research with due diligence when investing, never blindly trust anyone’s sales pitch; and

C) When it comes to investing, do be clear about the rules of the game before making any moves.

Business-wise, my original in-house accountant Ms Liao was a friend of mine, and we have known each other for over a decade. At the end of 2014 our company showed a record of profit, so we gave out huge bonuses to employees at the end of that year, and she received the second largest portion of that bonus. Yet she suddenly started to accuse me of being a lousy business owner and quit her job the following month. Then several days later the accounting firm we hired to do our taxes called me up and said: “So what is your company’s decision about the US\$600,000 tax penalty? IRS has given us three months to prepare our case, and we have already wasted two months, and there are less than 25 days to do so. And I haven’t heard a word from you guys. Didn’t Ms. Liao tell you about this matter?” Not only did she conceal this unfortunate tax dispute with the IRS, but we also figured out later that she took all the accounts payable of 2014 and delayed them into 2015, and in the meantime bringing up all the accounts receivable from 2015 up to 2014, to show a historical profit, so she can have a big annual bonus. My company immediately was underwater by US\$125,000, and I really was at the brink of declaring bankruptcy. But I got the team together, told them about the situation, and said, “We have a choice here. I can either declare bankruptcy, or we can work another three months without pay and turn this situation around. The choice is yours.” Out of 10 employees, only 2 stayed and wanted to turn this around, and we hired another in-house accountant to clean up the mess. Good news was that I was able to pay off the tax arrears at the beginning of the second month, and after three months not only could we pay off all our debts, settle the matter with the IRS, but we also made a small profit at the end of that year. It was a huge learning experience, but I managed to go through it with a lesson that, when the team/people are right, there is no limit to what a business can achieve.

11. What is the secret to your success?

Serendipity. Surrender to the great wisdom of the universe; don’t let yourself get into the way. It’s like “going with the stream” but taking on full responsibility elegantly.

12. What legacy do you want to leave?

We are all human beings with a short life span, experiencing life on this spaceship called “earth.” There are more important issues that need to be addressed than amassing wealth, increasing possessions, or fighting each other for resources or ideologies. In other words, life is too short for those pursuits. They are necessary in some ways, but should not be a person’s top priority. My entrepreneurship is more about higher awareness, consciousness, and social responsibility. We all seek and care for love and connection, why not start within our own businesses? (assuming that we have already more or less achieved those goals in our families, of course.)

13. What advice would you give to fellow entrepreneurs that are on the same journey as you are, and want to achieve the same success that you’ve achieved?

Follow your heart wisely, don’t over think or calculate plans, trust your instinct (gut feelings) and take a leap of faith!

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

We strive to provide the same information way below market price by avoiding the middle man. And we also recommend other great seminars without charging any commission so long as they suit the participants’ needs. We believe in abundance, not scarcity.

15. What can we expect from you in 2019?

Enjoying life even more; life is an amazing journey!

GET IN TOUCH WITH FREDERICK WANG

Website: www.mtsftv.com

Cell: +886 916-872-956

Email: mts.frederickw@gmail.com

 Fred解碼台-fredtv



GRAEME holm



#PLAYER DETAILS

Name & Surname: Graeme Holm

Age: 35

Industry: Financial Services & Real Estate

Company: Infinity Group Australia

Year Established: 2013

1. Give us a bit of background about yourself and business?

As the head of Infinity Group Australia, I'm proud to say I'm a multiple award-winning accredited top 100 mortgage broker and fully corporate licensed real-estate agent in NSW, QLD and VIC with thousands of satisfied clients. Our clients are ordinary families. They are families who have gone from scraping by every week to owning their own home outright and enjoying a comfortable lifestyle.

I've got an extensive background in financial services, having worked for a major banking institution for almost 10 years. My partner Rebecca Walker and I founded Infinity Group six years ago.

Our goal is to show "mum and dad" how to pay their home loan off in seven to ten years by following our strategy - guaranteed! However, the essence of Infinity Group is about creating a financial family - having staff work closely with mums and dads to help lift the burden of a home loan.

We strive to be an innovative and caring organisation. With a goal to be valued by both clients and peers. What we love most is the recognition we get for superior customer service and exceptional financial outcomes for our clients.

2. Tell us about some of your achievements?

In the past two years alone we've been honoured with some amazing awards including:

- Finalist for the Optus Business Awards "Customer Service Experience of the Year" for 2017 and 2018
- Winner of the IQPC "Best Overall Customer Service Experience 2018"
- Finalist in five categories of "The Adviser" 2018 Australian Broking Awards
- Winner of "New Office of the Year for 2018" and "The Adviser" 2018 Australian Broking Awards
- Finalist in three categories in the prestigious Australian Mortgage Awards
- Earning the title of Australia's 13th best Mortgage Broker in 2017 in the Top 100 list
- Earning a Top 100 Australian Mortgage Brokers listing again in 2018
- Voted as the 58th Most Innovative Company across Australia and New Zealand in The Australian Financial Review 2018 100 Most Innovative Companies list

While the above accolades have been a welcome acknowledgement of years of blood, sweat and tears, our most valued achievements since launching in 2013 are our client results and outcomes. This was evident in 2018 when our clients achieved the following fantastic results;

- \$6.3 million in net principal reduction off home loan balances.
- 3,376 years saved or reduced off loan terms.
- \$41,000 average annual debt reduction per client within 2018.

3. How did you feel and what does it mean to you to be selected for our Industry Disrupter of the year issue?

It is such an honour to be published alongside such internationally successful and passionate entrepreneurs, including Gary Vee, Grant Cardone and Ed Mylett. But more importantly to me, being raised by a single mother, a highlight of 2019 will be being published alongside such successful and powerful women like Kim Kiyosaki, Kayla Itsines, Sarah Blakely, Roxy Jacenko, Lilly Galichi and more.

Being selected in this feature article is a culmination of six years of tireless effort that I would like to dedicate to the most empowering and successful yet silent entrepreneur I have ever met, my wife, Rebecca. Rebecca is responsible for a significant amount of our success to date and without having such a powerful and intellectual woman as my business partner and partner in life, I don't know if I would have been as successful as I have been. So, a large thank you must go to her.



4. Why did you choose to be an entrepreneur, work 24/7 over being an employee and working a 9-5 job?

After almost 10 years in an Australian major four banking institution in various management roles, I became addicted to client delivery and not just meeting client expectations but exceeding them. It also led to referrals and external business relationships that allowed me to build a significant network of both client and external business relationships. This left me working 6-7 days a week, 12-15 hours a day for a wage and a small incentive.

The red tape, the politics, the profits and the inability to put the client first were instrumental in me making the decision to become an entrepreneur. If I was going to work 6-7 days per week and have such a strong passion for client outcomes, I needed to be in full control of the potential outcome and ensure I could put the clients' needs first and my potential revenue a distant second whilst building my business. I still adhere to this policy today, which has seen Infinity Group Australia grow at an unprecedented rate. The old "take care of your customers and the rest will follow" statement has been true for our business with our clients referring at an astonishing rate.

I would have to say the most significant factor in choosing to be an entrepreneur is my passion for people and my desire to take someone from point A to point B, not just financially, but in every aspect that I can possibly assist them with. Revenue is not my 'why' - every morning when my two feet hit the ground, I know very clearly what my 'why' is and I chase it from the moment I get out of bed.

I want to change lives!

5. Being an industry disrupter, you must have some serious skill when it comes to time management, what are three tips you can give to entrepreneurs to be more productive and less "busy"?

1. Rise Early

As I am in financial services, a lot of my meetings over the last 17 years have been on weekends and predominately evenings when clients can meet with me after they finish work for the day. For many years I labelled myself as a "night owl" and would tell everyone how productive I was at night without the phone ringing and emails flowing. This was all a label I gave myself and it turned out to be an absolute farce.

In 2015, my wife Rebecca and I purchased an F45 functional training studio and it was during this time my mindset started to shift. I now follow a strict routine that ensures I am up early for my morning F45 Session (45 minutes of intense training) then I walk our two French bulldogs, Bella and Lilly, for 30-45 minutes. So, each morning I get in around one and a half hours of exercise and no phone/screen time. This has been instrumental in not just keeping up my physical and mental health but also my professional performance. I realized I functioned much better on six hours of sleep than I did on eight hours of sleep - in my opinion oversleeping can lead to serious issues such as depression and feeling lethargic. You also lose an extra two hours.

2. Inbox Zero

I used to take great pride in my ability to respond to everything in my inbox before going to sleep each night. For more than five years, I didn't

realise how detrimental it was to me personally. Although my clients loved it, the expectation of a successful person being able to respond to emails the same day as if they are just sitting idle waiting only for that particular email is absurd. Whilst it may hold you in good stead as a small business owner when first starting on your entrepreneurial journey, it will hurt you as you experience growth and your initial clients may feel the difference unless you manage your time effectively.

I'd recommend exploring the abundance of software that is available to assist in Inbox Zero. You could set up an auto-reply to all emails that advises people how you manage your inbox and sets an expectation for your potential reply.

If it isn't revenue producing, you shouldn't be doing it.

3. Transactional and Transformational

Every day I separate my day into two sections: transactional and transformational. I complete five transformational actions daily and typically will outsource all of the transactional items on the list.

If it isn't revenue producing, I outsource or delegate to another staff member or associate. In most cases when we start our entrepreneurial journey, we tend to develop what I have affectionately labelled 'Hero' syndrome, where we feel like we have to do everything ourselves. This leads to frustration as we never actually teach and develop our team and allow them to learn and grow effectively.

Trust in your team, otherwise fire them. If you can't delegate simple tasks then why bother paying them?

6. How and why did you choose your industry?

At a very early age, it was evident to me that money - or the lack of it or lack of financial education and literacy - was a key issue amongst my friends and families.

After not being able to pursue my dream career as a professional footballer, I needed a career that would allow my competitive nature to thrive. I wanted to direct my passion for people into something that mattered and had the potential to change people's lives. To use some sporting analogies - I wanted to have the same impact on my clients lives as a lifelong English premier league football fan would experience when their team wins the FA Cup.

Once I started working in banking and had my first client interaction, I knew then and there I would work within financial services until I retired. Now, at a more mature point in my career, I understand that I am dealing with families' hopes and dreams; I understand the significant role I play, and I love it.

When you spend the entire work week meeting with and interviewing families about their financial position, a person can become immune to the struggles and issues these families are facing, but in my case, I've become obsessed and almost addicted to wanting to be able to help them.

7. When you started your entrepreneurial journey did you ever think that you will be where you are today?

I always knew that whatever I decided to stick to and see through would be a success, as long as I never lost my passion for what I was doing. Deep down, I always knew that if I did right by people, they would tell others about their results and that in turn would create a long-term successful business.

8. What does an industry disrupter mean to you?

I am fixated on being a disruptive innovator, not just a disruptor. Not only have I created a new market in the ongoing management, financial coaching and administration of clients, I am now well on my way to creating a new market entirely for ongoing financial management for Australian families.

I truly believe the most dangerous statement in the business world is "it has always been done this way".

Why? is my key question in every instance: why can't it be done differently? How do we improve it? What are the shortcuts that provide a result in less time?

Not only are we carving out new services, we are doing so without competition as most market leaders understand that there is little to nil margin when first innovating and disrupting the marketplace. We have disrupted the market alone by putting people first and profits second.

It is this exact type of risk taking that has allowed us to capitalise on disrupting the market with little to no initial profitability. Now we are seeing market penetration previously not experienced within financial services in Australia.

That being said, skeptics seem to grow proportionately to the amount of disruption we have created. However, to quote respected and successful businessman Grant Cardone, "If nobody hates what you are doing, nobody knows what you are doing."

9. What was the one thing you did in your business/industry that just exploded your business/brand to the next level?

46 per cent of our business in 2018 was repeat clients or referrals. This enabled us to develop a model on a reduced marketing budget, concentrating on the voice of the customer to deliver what they needed.

Designing and implementing a customer-centric, post-sale service offering has seen our brand recognition and revenue increase exponentially.

Traditionally, a broker's job ends after the loan settles; however, we have created a model whereby we are the client's ongoing financial accountability coach. We help them daily and this ensures a mutually beneficial relationship with our client as well as future potential revenue opportunities.

10. As an industry disrupter you have achieved and experienced so much. What are 3 things you see entrepreneurs that are new to the game are doing wrong and set them back?

1. Speed of implementation - too many entrepreneurs spend all their time developing and not enough time implementing. Just execute and continuously manage - be agile.

2. Unwillingness to admit faults and weaknesses - we don't know what we don't know but you must acknowledge areas that we are not experts in and hire the appropriate assistance. Too many of the younger generation are pretending to know everything instead of learning from mistakes and failures. Failure is the biggest part of success and I find a lot of young entrepreneurs are pretending to be so perfect and won't fail enough to become successful.

3. Talking, talking, talking - just commit and do; stop talking and start trying. We can all talk up about how great the product or service is going to be but until you execute you have no real idea.

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

Trusting in the wrong people and hiring poorly have been my two most significant failures to date. An attack always comes from within, but I have grown immensely from these mistakes and terrible times and gained a lifetime of experience.

You don't mix friends with business; you may become friends with people you do business with but always ensure the commercial aspect of the relationship is prevalent.

12. You are a very successful and powerful entrepreneur, from your experience what is the best way on how you can get your name out there?

Your network is your net worth, a valuable lesson I have learnt from my business coach, JT Foxx. Show me who you associate with and I will show you what you are worth.

I have always despised conferences and networking until last year when I realized that in order to grow, I had to put myself out there and meet other like-minded people. I now know I have to network and learn from people more successful than I currently am.

One of my favorite sayings is, "You're growing, or you're dying. There is no such state as maintenance."

Get out there and grow your personal brand and meet people.

13. What advice can you give to fellow entrepreneurs that are on the same journey as you, and want to achieve the same success that you achieved?

■ Rise early, outwork everyone around you, have a clear, concise vision and let nobody deter you from that vision.

■ Be prepared to lose friends and family along the way.

■ Be prepared to be told "no" over and over again.

■ Execute and implement - stop designing and perfecting and get out there and go to market.

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

Typically a broker sources a loan that will improve the client's position slightly and then waves them goodbye but will send a Christmas card or birthday card during the year. At Infinity, our role continues once the client's loan settles: we manage the client and coach them financially to ensure success via daily/weekly accountability and monthly reporting of the client's financial position.

We are not a transaction business but rather a transformational business and unlike most, we will not take you on as a client unless you are committed to a long term mutually beneficial relationship where we can hold each other accountable.

15. What can we expect from you in 2019?

It's a secret. You will definitely want to keep an eye on our business in 2019!

GET IN TOUCH WITH GRAEME HOLM

graeme@infinitygroupaustralia.com.au

www.infinitygroupaustralia.com.au

graeme@graemes.com.au

+612 8882 9099 | +61401 808 969

Po Box 6068 Baulkham Hills NSW 2153

 graeme.holm.5  /in/graeme-holm

 graeme_holm  Graeme_Holm

 infinitygroupaustralia



how to stand out and GET NOTICED

We grow up with the understanding that we need to fulfil our parents' wishes or follow in their footsteps when it comes to our careers. Parents always want what is best for their children, yet at times the vision of what is best for the child is not the same as what the child wants. Out of respect - and sometimes because of a little fear - children will do what they are told as opposed to what they are interested in.

How can a flower bloom if it's not surrounded by sunlight, clean soil and water? It's the same for us. If we are not surrounded by things and people that nourish us, we too will not bloom to our full potential. We may certainly grow and even develop a little here and there, yet we will never be the best we can be.

Throughout my years in HR, I have encountered so many individuals who are not happy with their careers and it's so easy to read by their tone of voice, posture and all over their face.

Standing out and getting noticed for the next role is not just about working hard, working overtime and kicking ass. If you truly want to be successful and fulfilled, follow these three steps:

#1 Career: You absolutely need to find and be in a career that serves you. Something that gets you excited. Ultimately, something that never feels like a job but like a calling instead.

This is exactly how I feel about HR. People come to me all day, 365 days with challenges and issues. Unless you are in and love HR, it is perceived to be a challenging career. Leaders seek my guidance on how to fix their people problems. Some leaders get stressed, lose sleep and even end up on sick leave over workplace HR issues. For me, over 96% of concerns that come my way I can figure out and come up with options in just a few minutes or less. Why? I am not better than

any other person, I am fortunate as I have simply found a career that comes naturally to me; it's in my blood. Just like anyone else, I have days that are hard and I get exhausted. I love those days as it pushes me to do more and be better.

#2 Help others: When you are really good at something you are extremely efficient because the tasks come naturally. It could take others twice as long to do the same tasks. It does not mean that people do not need to learn new things - excluding typical "learning curves"! Whether you are a leader or a team player, helping and offering assistance is a kind thing to do. It is up to others to accept it or not.

#3 Share your accomplishments:

Most people are shy and don't pat themselves on the back as much as they should. If you do not share your accomplishments or downplay them, how will others - and even leaders - recognise your value? There is a difference between sharing accomplishments because you are passionate about what you do and being cocky about your achievements.

The key to standing out is to be yourself. Don't imitate and don't mirror people. Use your heart and just be you. Karma is powerful: the law of attraction will work its magic.



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.

Josée Larocque-Patton | Founder and CEO of The HR ICU
www.thehricu.com | email josee@thehricu.com

five simple ways to STAND OUT AS YOU IN 2019

When one year ends and a new one begins, it's the time of our lives when our minds focus on what we want to create and achieve in the following year, and how we can stand out as the best version of ourselves.

The thing that most people don't know, is that a change of your calendar isn't enough on its own to make you become any different than the year before. It's not enough to help you reach a new set of goals, or command different results in your life.

If you want new and better results, you've got to become a new and improved version of YOU. Here are five simple ways to stand out as the very best you, in 2019.

1) Give Yourself Permission to SHINE

I know that growing up, you were probably taught to be humble and polite. And I give major props to your parents for that, because rude people suck. But on the flip side, I've got to tell you, that you won't win any influence and impact with that type of behaviour. If you really want to live the best life and experience the ultimate success, you've got to give yourself permission to shine! Stop holding back or being afraid that the world can't handle who you are. When you choose to shine brightly for the world to see, you'll attract the exact people who need to see it. No, not everyone will like you or appreciate your light. But those who don't appreciate your unique and incredible qualities, don't even matter. Focus on the people you can help, the success you can experience, and the life of your dreams that you'll get to live when you step into the spotlight and give yourself permission to shine!

2) Stop Playing Small

The fear of failure keeps us stuck on the sideline, time and time again. So we're careful and calculated, and we play it small. We only allow ourselves to go for things that we know we'll succeed at for sure. But it's complete BS. If you really want to stand out as the best version of you this year, you've got to lay all of your cards on the table. Take a risk and do the big bold scary things that you may or may not succeed at. You'll never know until you try. The 1% of people in the world who experience the highest levels of success are the ones who are willing to try and fail enough times, that they succeed far more than the average person as a result of it. Every time you go for something that's far bigger than you've ever tried before, one of two things will happen: either you'll win, or you'll learn. Win now, or temporarily fall on your face a little, so you can learn a crucial lesson and get strong to succeed beyond your wildest dreams in the near future. Playing small is only going to keep you stuck in the 2018 version of you, that you've already been. Choose to take it to a whole new level, because playing a different game will command different results in your life.

3) Go After Your Scariest Dreams, Not the Watered-Down Version

We all have these deep longings in our hearts to pursue our true purpose. The one that we were put on this earth to carry out. The thing is, those dreams are often the ones that terrify us the most because they're the ones we care about most deeply. We've got so much weighing on those goals and dreams that it's safer not to let ourselves pursue them at all, because then there is no chance we can fail. We find something similar that we're still pretty passionate about but seems way safer, and we pursue that. All the while trying to convince ourselves that this is what we're meant to be doing, while our hearts still cry out for us to finally go after our real destiny. Sound familiar? Yeah, that's because nearly everyone does it, and disguises it by saying they're being a responsible adult. The people you see out there living their wildest dreams are simply the people who decided to really go for it! What's the worst thing that could happen if you really went after your scariest dreams this year?

4) Embrace the Difference

The number one way for you to stand out is to stop trying to be like everybody else! Simple, I know! You weren't born like everyone else, so why try to be like them now? You have the ability to stand out so boldly and brightly that the world will have to put on their sunglasses! But that's only possible if you start to embrace the differences between you and the rest of society. It's time to show the world what you're made of, and trust that you'll be the leader they need!

5) Courage is the Gateway to Confidence

Putting ourselves out there can be scary. And a lot of people feel that if they just had confidence in who they are it would be so much easier to pursue their dreams. Well here's a hint: Courage is the gateway to confidence! No one on this earth was born confident. So, all you've got to do is, one by one, take tiny steps of courage in the direction of your dreams. Do the things that scare you, start listening to your intuition and the ideas that come to you, and let the world see. Every single time you take courageous action, it will be easier the next time. Before you know it, you'll be a confident rockstar and nothing will hold you back!



ABOUT THE AUTHOR: LINDSAY ADAMSON
International Speaker, Success Coach and Author
email lindsayadamson@gmail.com
[f](#) [lindsayadamsonofficial](#) [@lindsayadamsonofficial](#)
web www.lindsayadamson.com

THIS IS
HOW WE
DO IT!



2019

Female Entrepreneurs to Watch

WOMAN
ENTREPRENEUR

Åsa GRANBERG



#BOSSLADY DETAILS

Name: Åsa Granberg

Age: 50

Industry: Top Management Consultant

Company: AimHill Consulting Group

Favourite Quote : "When the going gets tough - the tough get going."

1. Please give us a short background of who you are and what you do

I am a business builder and a Wall Street nerd (laughing). The truth is that I love capital markets and the financial services industry but most of all I love results. That's why I have been working as a Seniors Advisor/Senior Relationship Manager for so many years. I absolutely love when a client is happy or when I see growth. One of my top moments in my recent career is when a CEO - who is a very prominent man and who amongst other things was part of building the Ericsson empire (the Swedish IT/Telecom company) in the position as Chief Legal Officer - and he and his CFO gave me a bottle of champagne and an Orchid, with the words "We are so pleased at how you Åsa have been caring for our corporate business during these years that we do hope you are good at caring for this Orchid flower, because we want it to live so you look at it and you think of us". That was a top moment and that is how I want clients to feel about AimHill Consulting Group's services. I remembered this top-moment since the Orchid is blooming again.

2. How did you feel and what does it mean to you, to be selected for our Female Entrepreneurs to watch 2019 List?

It is a true honour - and I do feel the pressure to live up to these expectations (laughing). This is an important sign to be able to show the market that we are on the move forward. It is also a wonderful opportunity to be able to share the message of what AimHill Consulting Group is aiming to accomplish and what we want to do for our clients. Both me personally as well as the brand AimHill Consulting Group are proving that we are able to do what we state in our corporate slogan - which is that we will make sure to take our clients businesses to the top of their industry - and a very important part of that work is to become visible. This is a very big moment and I am extremely grateful and humble for receiving this award. Especially in such short period of time, since the AimHill Consulting Group brand was just launched in July 2018. I am a very driven person who loves to work and Women Entrepreneur magazine has boosted my desire to work even more and to create the highest possible results for AimHill Consulting Group's corporate clients. Thank you so much Woman Entrepreneur magazine for this wonderful award. I will work hard to honour it.

3. What can we expect from you in 2019?

I am expecting a substantial corporate growth for AimHill Consulting Group since the economies in many countries are starting to show saturation and signs of downturn, and market interest rates are starting to increase. This means that the senior managements of corporates are now going to have to lean forward in their businesses and prepare themselves for getting



out of their chairs and start running and fighting for their market shares in order to not risk "business-recession" or "business-down-turns". That's when we, AimHill Consulting Group, come into the picture. Many countries have had high economy for many years and you can feel how many corporates have become comfortable sitting down and are leaning back in their businesses. When incomes start slowing down, the costs increase and the chase after the consumers get harder, then you need business and management consulting to stay ahead of the game and maybe even to survive. Corporates will want to work with consulting firms that are updated on the new technology and filled with knowledge on how to run a corporate and a business in the "New Economy". Understanding the "New Economy" and the "Millennials" becomes extremely vital when the economy slows down. AimHill Consulting Group has that knowledge that they need. That's why I expect AimHill Consulting Group to grow substantially in 2019. Saturated markets and downturns in the economies is our market, this is when we can really make a difference for corporate clients. When I was a Financial Trainer, who trained capital-market traders in trading strategies, I always told them to be extremely prepared for any "negative" market or business news. Markets are nervous which means that the markets will rush down so much quicker than they do coming up. Since most of the trading of today is conducted through program trading (technology is trading not humans) with various stop-loss triggers activated, the fall in capital markets can create panic quite easily.



4. What are you going to do differently in 2019 that you did in 2018 and what lessons did you learn in 2018 that you will apply in 2019?

In 2018 I built the brand AimHill Consulting Group which I launched jointly with the brand The U Lifestyle. But more importantly, I have worked hard during 2018 to update my business knowledge to understand how to run businesses in the "New Economy" and with the new consumer markets. For example, how the "Millennials" behave and what they value. I have also updated my knowledge in advanced technologies like using Big Data, Artificial Intelligence and Digitalization of Businesses. I have done a complete make over in my business-mind to be upgraded to Åsa Granberg version 3.0 so to speak, or maybe I'm already at 4.0 (laughing). I am so ready for 2019. The future is already here!

5. With markets getting saturated day by day, what is the best advice you can give other female entrepreneurs that want to stand out in their market in 2019?

You have to be very passionate about what you do because you have to fight for your space in the market even more going forward.



But you also have to be unique and not spend the time trying to copy what others are doing. This will make you stand out. It is very important now that we are starting to see the economies in some countries showing the trend of slowing down. If you are passionate about what you do and you combine it with being unique, there will be space for you in the market disregarding the economy. Think about the music industry and about how many singers there are out there - and still there is always room for new stars. Finally, you must do a financial analysis of your business and hedge your assets. Especially if you need them in a relatively short time period. When I say short time-period I mean for the years to come until we have gone through a downturn in the economy. That can be multiple years. Hedging assets is an economical term which means that you work to reduce the risk connected to your assets. E.g. if you have income in other currencies you might consider doing currency-swaps or currency-futures so you know how much income you will have even if the currencies fluctuate towards each other. If you have securities like stock/equities then you might want to do the same and buy derivatives as a financial insurance so you know the future value of your portfolio.

It is also important for you to follow the financial news and financial/market analysis even more than before, regardless of what industry you are in. Try to give yourself as much time and headroom as possible to manage any coming situations that might affect your business. Remember that all markets are global now since clients and customers can find what they want on the internet regardless of country-origin, and this makes borders become more and more erased. A downturn in the economy can be tough on corporates, on senior managements and on entrepreneurs if they have not experienced it before. Clients' and consumer-behaviour change a lot in low economy. This is nothing new to me since I have been part of high and low economies several times and have over 20 years professional experience in the financial services industry. The financial services industry and the capital markets have been global for many decades and extremely sensitive to negative economic or political news disregarding of where in the world they occur. In the capital markets everything is connected all over the globe and has been for a very long time. We are seeing that all product and services are moving towards the same global sensitivity due to the e-commerce technology and digitalization. Assisting corporates to manage their businesses and hedge them is something AimHill Consulting Group do. When the going gets tough - then we become your best partner and business expert.

GET IN TOUCH WITH ÅSA GRANBERG

AimHill Consulting Group | Norrtullsgatan 20
113 45 Stockholm Sweden
Web www.aimhill.com
Email info@aimhill.com Phone +46 707 77 43 70

Anja

ROGAN PIRC



#BOSSLADY DETAILS

Name: Anja Rogan Pirc

Age: 33

Industry: Coaching and speaking

Favourite Quote : Go for it! If you wait until you're ready, you will wait until it's too late.

1. Please give us a short background of who you are and what you do.

Being a creative soul, loving harmony and growth I always wanted to do something that would make it possible for me to connect and collaborate with other amazing and inspiring people.

I believe we're here to add value to each other's lives. And so, about 9 years ago, following my intuition, I got into business, more specifically sales.

Throughout the years I've learned it's important to reach out and ask for help, so I invested in many business programs and hired high-level coaches and as a result, I advanced and grew all the way to the executive position in a global multi-million-dollar company in a very demanding industry.

So far I've helped hundreds of entrepreneurs internationally start and/or scale their businesses in a way that's not only rewarding to them but also fulfilling and fun.

My biggest goal is to help my clients get results fast so they can enjoy the fruits of their effort and can actually live their lives the way they've envisioned it when they first decided to get in business.

2. How did you feel and what does it mean to you, to be selected for our Female Entrepreneurs to watch 2019 List?

I feel honoured, it's very fulfilling to know that what I do makes a difference in people's businesses. It's also a reminder that I have a responsibility to work even smarter and do my best to reach even more people that need me.

I believe that every business that is started with the right intention in mind and with the right values in place is important because it can improve so many people's lives. And I love helping those kinds of businesses take off and thrive!

3. What can we expect from you in 2019?

I love what one of my coaches says: "You don't live once, you live every day and die once. You have one shot at life so don't waste it with excuses."

My motto in 2019 is going to be "Speed of Implementation, Not Perfection." — I'm going to expand further and help even more entrepreneurs in achieving their goals — success likes speed and I'll be their accelerator.

4. What are you going to do differently in 2019 that you did in 2018 and what lessons did you learn in 2018 that you will apply in 2019?

Very often it's easy to get sidetracked... you're doing something; someone wants something from you; you're a nice person, you say YES.

Over the years I've learned to say NO more often, but I'm still not exactly where I want to be with that. I see 2019 as an opportunity to get stronger in that area and to cut out the noise around me and the feeling of guilt that I've been experiencing in the past... It's vitally important to stay focused on the things that make a difference.

5. With markets getting saturated day by day, what is the best advice you can give other female entrepreneurs that want to stand out in their market in 2019?

As entrepreneurs, we don't have the luxury of waiting for help - it's our responsibility to get it! If you're weak in marketing, learn it. If you're weak in sales, reach out and get coached, or put an effective sales team in place.

Some people feel that it's humiliating if they have to ask for help but it's exactly the opposite - it's responsible and empowering. It allows you to remove the obstacles that are in your way to success and get the results you want. Do you want to beat your competition? Reach out, get the help and guidance you need and watch your business take off!



GET IN TOUCH WITH ANJA ROGAN PIRC

connect@anjaroganpirc.com

www.anjaroganpirc.com

@love_health_and_wealth_mastery

Caren

HENDRIE



#BOSSLADY DETAILS

Name: Caren (Caz) Hendrie

Age: 47

Industry: Business Growth

Company: I have several, but the main two are The Hendrie Group and Your Business - It's Personal!

Favourite Quote : "You can have excuses or you can have results, but you can't have both."

1. Please give us a short background of who you are and what you do

I'm obsessed with empowering business owners to be extraordinary. Being five foot and female, I spent a lot of energy early in my career trying to prove myself and fighting for credibility. Turns out "cute" is great in high school, but doesn't quite cut it in business and finance.

Based on this experience and 20+ years in business, my focus is all around providing business owners with strategies and tools to grow their business into something they and their family can be really proud of. I see myself as a short-cut to their success (pun not intended, but I'm pretty happy with it).

My partner (the World's Sexiest Accountant) and I have more than fifty years combined experience in the business and finance industry. We've coached businesses from start-ups right through to multi-national listed corporations.

Most importantly we own seven businesses ourselves. So we've not only seen the good, the bad, and the ugly, we've done it. This has positioned us perfectly to create and build a blueprint that's helped hundreds of other business owners achieve personal and professional success.

My 'why' is all about empowerment, and my mission is to give my clients access to personal and professional ideas, strategies, and tools that they may never have had otherwise to help them ramp up their business results - FAST. On a deeper level, they can then pass on these success tools to their children. I have a vision of a generation who appreciate their self-worth and potential by the time they reach their twenties, rather than waiting until their forties or fifties like their parents.

On a personal level, when I'm not travelling, I live on a peaceful 5-acre property at the foot of the Dandenongs with my partner, two of our three children, and my beloved cat.

2. How did you feel and what does it mean to you, to be selected for our Female Entrepreneurs to watch 2019 List?

Look, I really want to be cool about it, but the truth is I've had a goofy smile plastered on my face ever since I received the email.

I've been so very blessed, even in the past few months. Since September I've had the privilege of speaking in front of 1,200 business owners in South Africa, I've interviewed Mel Gibson, and now this - what an honour!

3. What can we expect from you in 2019?

I'm known as 'The Implementer' (said in the same way as you'd say 'The Terminator' and in fairness, it's a self-appointed title) so I have a long list of awesomeness planned. But it's never about me, it's 100% about the business owners I serve.

I'm starting the year off with a bang with MYOB who are not only the official market leaders of online accounting and payroll in Australasia, but also one of our favourite clients. Michael and I will be heading to the Gold Coast to present at their annual conference. They are an amazing company to work with and it's a privilege to deliver value to them.

After that, I'll be knuckling down to prepare for the launch of our online program for accountants who are transitioning from compliance to advisory.

And of course, I'll be working with all my clients to get them even greater results for their business this year. A number of my clients achieved some incredible milestones last year and even won a number of awards, so I'll be bringing my A-Game to keep the momentum going.

I also have a personal mission for 2019. I want to look back at the end of the year and know that the work I do helped to empower at least another 100 entrepreneurs to take their business to the next level... Business owners who could really benefit from partnering with someone who can see things in their business without bias or emotion, and also with someone who understands the other demands in their lives.

4. What are you going to do differently in 2019 that you did in 2018 and what lessons did you learn in 2018 that you will apply in 2019?

I was working out with my personal trainer a few weeks ago and complaining about my flagging energy levels after a gruelling Q4 (my energy is my trademark). He turned to me and said, "have you thought of getting more sleep?" And the truth is I *hadn't* thought of that solution. As simple as it sounds, I'm going to get more sleep.

5. With markets getting saturated day by day, what is the best advice you can give other female entrepreneurs that want to stand out in their market in 2019?

Women in business is a real heart piece for me which is why I created Women Getting Results™, a group coaching service, so that female entrepreneurs can access affordable but super-high quality business growth advice.

I recently wrote an article called '9 short and sharp things every businesswoman should know about running a business'. For the sake of brevity, I'll choose two pieces of advice that I believe are essential.

1. The best people in business learn from others. It's important to accept that some people know more than you do. BUT choose your business experts wisely and only work with people who have already succeeded.

Actively seek out business advisers who actually own their own business and walk the talk! Make sure they're someone you'd like to emulate and learn their secrets and their mistakes.

2. Believe in yourself

When you own a business, everyone wants to tell you how you can do it better. Unless they are your business adviser or a business mentor, it's really quite insulting albeit well meaning.

If you've gone into business it's because you have such a great expertise in an area that you're willing to take risks and make sacrifices most people are not. So, don't waste non-productive energy second-guessing yourself or your decisions or worrying about market saturation - there's absolutely no reason you can't be a market leader!

So, back yourself all the way.

GET IN TOUCH WITH CAREN HENDRIE

<https://meetcarenhendrie.com>

c.hendrie@hendrie.com.au

www.womengettingresults.com.au

www.hendrie.com.au

[f](#) womengettingresults [in](#) caren-hendrie-business

+61 3 9725 2533



Danijela

NAKOVSKI



#BOSSLADY DETAILS

Name: Danijela Nakovski

Age: 43

Industry: Real Estate

Company: Groupe Sutton

Favourite Quote : "There are no limits to what you can accomplish, except the limits you place in your own mind!" - Brian Tracy

1. Please give us a short background of who you are and what you do.

I am a Real Estate Agent and work with my husband in Sutton Clodem Group as Dream Team Realty. (Dreamteamrealty.ca)

I believe my divorce, eight years ago, shaped me into a person I am today. I struggled a lot and lived an unhappy life with no money. I was scared, not knowing how I would continue or what I could offer my kids when I could not even pay my bills.

By changing myself and working on my limited beliefs I discovered that we are the true creators of our lives. It took some time from the moment I realized this, to the time the real change happened, but I knew that there was no way back. Every day I was a step closer than I was yesterday and that was all that counted. I started counting my blessings and a whole new world opened up in front of me. I met an amazing guy who is now my husband, and we started this gratitude journey together.

I discovered joy and happiness and decided to give back to the world and help people to live a happier life full of love.

I created the Your Tube channel - WANT LOVE BE LOVE https://www.youtube.com/channel/UCUuoMH-24IVy1We5aIBIIA/videos?view_as=subscriber where I talk about how we can answer every question in life when we live on the vibration of LOVE!

I am the mother of three amazing girls and the cutest little boy. I am the wife of the most amazing husband, Milos Nakovski, and without him, nothing of this would have happened. He made me test all the universal laws, understand, and believe in them ☺. He is my best friend, my partner in crime and my daily support. To me, he is proof that love is the strongest weapon we can ever use. We can only win in life by using LOVE.



4. What are you going to do differently in 2019 that you did in 2018 and what lessons did you learn in 2018 that you will apply in 2019?

In 2018 I learned the importance of speed of implementation and this is the first thing I want to implement this year. When the idea is there, use the momentum. Unconsciously, we quite often create a habit of procrastination, and we don't realize how many things stay undone because of that. I also learned that if you want to become successful you can not be an average, ordinary person - you have to be the "Outlier Entrepreneur".

5. With markets getting saturated day by day, what is the best advice you can give other female entrepreneurs that want to stand out in their market in 2019?

The best advice - If you want to stand out if you want to be seen and heard; learn to do whatever it takes. Doing your best is not enough. Find your WHY instead of looking How to do something. Figure it out. Get a coach-someone who will be there to help you and push you to do whatever it takes. Become fearless and stop complaining. You are the only one responsible - when you understand that, you understand how powerful you are. So, go out and create the best life for you!

Be Love ♥

2. How did you feel and what does it mean to you, to be selected for our Female Entrepreneurs to watch 2019 List?

I was really amazed and surprised at the same time. Not long ago I heard that when you live from the vibration of LOVE you can change the lives of 750,000 people. This is where the inspiration to start my YouTube channel came from, I wanted to touch as many lives as I could and bring love to people. When I saw the email from Female Entrepreneur Magazine, I knew that the Universe was talking to me and that I was heard!

3. What can we expect from you in 2019?

I am working on several projects for 2019. Our Dream Team Realty Group have plans to grow and create even more great experiences through real-estate transactions.

At the same time, I want to create a larger audience, willing to live on the vibration of love and above. I want to help more people understand that we are the architects of our lives and our future. I also believe that people in relationships need to see each other with the eyes of love, to learn how to understand instead of judging and how to focus on the good in their partner so they witness that in their reality.



GET IN TOUCH WITH DANIJELA NAKOVSKI

Dreamteamrealty.ca

Instagram: danijelanakovski

Facebook: Danijela Nakovski

YouTube: Want Love Be Love

<https://www.youtube.com/channel/UCUuoMH-24IVy1We5aIBIIA/>

Dr. Janice

FORTMAN



#BOSSLADY DETAILS

Name: Dr. Janice Hooker Fortman

Age: 67

Industry: Author and Motivational Speaker

Company: JH Fortman & Associates

Favourite Quote : "Whatever You Perceive, You CAN Achieve"

1. Please give us a short background of who you are and what you do.

I am the loving wife of a two-time cancer survivor, Keith and the mother of an amazing son, Kevin. I received a doctorate degree in Educational Leadership, taught special education students in elementary and high school and subsequently became a facilitator, implementing reading and behavior programs for the State of Illinois. Upon retiring from the public-school system, I became an author with two books published to date and an international motivational speaker.

My book entitled "The Little Book of BIG Behavior Interventions" presents the common misbehaviors of pre-k and elementary school children and offers keen insight into why young children misbehave in their classrooms. My book entitled "The Secrets to How NOT to Throw Mama from the Train", focuses on the relationship between adult daughters and their aging mothers, and the communication patterns that cause difficulties in this relationship. What I discovered is that the Universe, God, a higher power will always put you in a situation where you learn something that will help you to promote good and to be a positive contributor to other people. My particular situation was being in a place where I became a caregiver to my mother who was exhibiting signs of dementia.

Through sharing my experience with others, I discovered that there was a need to give support to other caregivers, and became more aware of dementia and how it affects families personally and professionally. Presenting workshops, small group coaching and personal coaching, led me to focus on how important effective communication is in personal and professional relationships. We are all here for a purpose, so listen to the universe. You will hear your purpose and through entrepreneurship, you can help heal, and give people peace and personal power.



2. How did you feel and what does it mean to you, to be selected for our Female Entrepreneurs to Watch 2019 List?

It is an honor and a privilege to be selected as a Female Entrepreneur to Watch in 2019. Everyone wants to be recognized for their achievements and/or their willingness to be of service. I am very thankful for the opportunity. As business women, we must be purpose driven and create an emotional connection between our brands and our clients. Above all things, we must be willing to bring value to people's lives.



3. What can we expect from you in 2019?

I am in the process of writing a book on the effects that dementia and Alzheimer's disease can have on personal, professional and family relationships. I am also developing an online course on Relationships and Effective Communication. My husband and I are creating new partnerships and pursuing new products for our company JH Fortman & Associates. I hope to continue to inspire and motivate people to have peace and power in their lives.



4. What are you going to do differently in 2019 that you did in 2018 and what lessons did you learn in 2018 that you will apply in 2019?

The biggest lesson I learned was that I cannot do it all! I cannot work in my business and work on my business at the same time. Something had to give. I found that too much of my time was spent working in my business. Working on my business suffered greatly. I also found out that speed of implementation is extremely important. So many times, I lost opportunities because I did not implement an idea, or followed through on opportunities in a timely manner. Why? Because I was working IN my business. What am I doing differently, I have selected a team of people who reflect my vision and goals and we are on the same page in terms of strategy and decision making.

5. With markets getting saturated day by day, what is the best advice you can give other female entrepreneurs that want to stand out in their market in 2019?

Find your niche and be unique. What are others not doing to meet the needs in your niche? In order to compete with other entrepreneurs, don't think outside of the box, think that there is no box. Throw fear of failure out of the window and allow yourself to say yes to opportunities, even though you may not have the expertise or the experience yet. Dream big and focus on success. You must be authentic, innovative, professional, have integrity, and most of all, be of service.

It's also important to get a coach who will be able to guide you towards your professional and personal goals. I have three magnificent coaches, Rose Chastain, Loren Michaels Harris, and Dr. James Dentley. I am certain they will be extremely proud of me in 2019 and beyond.

GET IN TOUCH WITH DR. JANICE HOOKER FORTMAN

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[DrJTLH](https://www.youtube.com/channel/UCDrJTLH) [Dr. Janice Hooker Fortman](https://www.youtube.com/channel/UCDrJTLH)

www.drjanicespeaks.com

Janine

VAN THROO



#BOSSLADY DETAILS

Name: Janine van Throo

Age: 49

Industry: Cosmetics

Niche: Natural (afro and curly) hair care

Company Name: Just Natural Consulting / Sisay Cosmetics

Favorite Quote: "You can not tame the lion and leave the jungle unchanged."

1. Please give us a short background of who you are and what you do.

My Name Is Janine van Throo. I was born in Suriname and raised in the Netherlands. I am a Natural Hair Therapist, which means I teach/coach people how to work with natural afro and curly hair and also formulate products for afro and curly hair.

I started in the natural hair care field in 2004 with an online shop importing products - while looking for the best solution for my own hair. Back then I had been chemically treating my hair for a very long time. Although it looked great, my hair got thinner and thinner and I discovered that chemicals could also have a negative effect on my health.

2. How did you feel and what does it mean to you, to be selected for our Female Entrepreneurs to watch 2019 List?

When I started in this business, I started out of frustration with my own hair. I decided to return natural, without knowing how to deal with my hair in its natural state. There was no education, there weren't a whole lot of products. I actually never realized that there were millions of other women with the same problem.

Through the years I was able to help a few people. Being able to help someone succeed in something they want is a tremendous feeling. The feeling becomes even more tremendous when you are recognised and selected for something like the Female Entrepreneurs to watch in 2019. These were things that I used to read about in magazines. The feeling is surreal.

I feel really honoured and proud. When you do what you like, you don't think about getting recognition. It is about helping others with the gifts and skills that you have been given. However, when the recognition comes, it does something to you. I will not deny that. It gives a profound feeling of gratitude.

Thank you very much for selecting me. This is fuel for me to continue doing what I am doing. Helping other woman start their own businesses and at the same time helping many people who work with afro hair. I am very thankful and humbled!

After looking at some old photos where I could clearly see how the chemicals had ruined my hair, I decided to stop the chemical treatments and return natural. Back then there was not a whole lot of information on how to treat natural afro or curly hair. There were also not a lot of natural products. I started my research and a whole new world opened. This is how my journey and my passion for the natural hair industry started. I was experiencing good results with my own hair and with other people's hair as well. In 2009 I opened the first natural hair salon in Amsterdam, a couple of years later I developed a holistic hair care philosophy called NISH™. This philosophy is incorporated into the certification program that I am now teaching globally. The philosophy is applicable to all hair types and not only for afro hair.



3. What can we expect from you in 2019?

2018 has been my "planting a seed" year. I have planted a couple of seeds. It has also been a year of learning, discovering and realising what business is. I am constantly learning. I also started to discover myself, who I am, but also who I want to become.

This year will be about nourishing and nurturing. Watering and fertilizing the seeds I have planted. Nurturing my relationships, my businesses, my skills and all the other things that matter. This year will also be a year of learning and listening.

While doing that, I will be implementing what I have learned, using the skills I have and continue discovering the world around me and myself.

Additionally, I will be releasing my book on the holistic hair care philosophy that I developed.

I will launch my certification program live in South Africa later this year and am negotiating with other countries as well. I look at all the invitations and offers carefully and hope to bring more knowledge on the subject. My schedule is getting pretty full already, and I am very excited to welcome all the new opportunities that are coming.

4. What are you going to do differently in 2019 that you did in 2018 and what lessons did you learn in 2018 that you will apply in 2019?

I have learned so much in 2018; you would not believe. For me 2019 will still be about learning, but also implementing.

I will also be focussing on global networking a whole lot more. Constantly feeling uncomfortable in order to constantly grow. These are all promises to myself. I do not set new year's resolutions. I have goals that I want to achieve and work on achieving them.

5. With markets getting saturated day by day, what is the best advice you can give other female entrepreneurs that want to stand out in their market in 2019?

NEVER be afraid to sell yourself or your product. This is actually number one. Don't be afraid to talk about your business or service. You never know who is in the room or at your table.

As a female, believe that entrepreneurship is in our DNA. We just have to find it, dust it off, nurture it (get the skill set.) and use it.

Do not look at the market and get discouraged. In the saturation of the market lies the possibilities. Who would have thought that Uber would take over the saturated

market of the taxis? Who would have thought that Airbnb would compete with the hotels? Don't look at the saturation look at the possibilities.

Focus on what you are doing or what you want to be doing. There is always someone in need for your service or product. As female entrepreneurs we should embrace and use technology more. For some of us it is scary, but guess what, it is not going away so you might as well use it to benefit your business.

Dress yourself with three things:

- Knowledge of who you are and what you do
- Skills
- Action!

GET IN TOUCH WITH JANINE VAN THROO

@janinethroo Janine Van Throo

justnaturalconsulting | www.justnaturalconsulting.com

sisaycosmetic | www.sisay.eu

Lusea

LU



#BOSSLADY DETAILS

Name: Lusea Lu

Age: 36

Industry: Speaker | Training

Company: MyExperts.Solutions

Favourite Quote : The most powerful force in the Universe is alignment. When what you say aligns with who you are, BAMMMM... you are unstoppable and incomparable.

1. Please give us a short background of who you are and what you do

Lusea Lu is a multi-award winning international speaker and entrepreneur who specializes in helping mission-driven entrepreneurs build a Thought Leadership Business through speaking. Born in Taiwan and raised as a global citizen, Lusea is fluent in both English and Mandarin Chinese. As a 3 times National Public Speaking Champion by age 18, she combines her knowledge of East and West to deliver a truly unique training approach to help mission-driven entrepreneurs craft their personal brand story and grow and scale their impact through speaking on international stages.

She boasts with;

- 24 years of public speaking experience.
- 14 years of speaker coaching experience.
- The experience of growing up in an entrepreneurial family, seeing her parents go from being six figures in debt to building an eight-figure international enterprise.
- Helping mission-driven entrepreneurs build Thought Leadership Businesses by creating and fine-tuning their resonating brand message that speaks directly to the tribe that they are meant to lead and serve.

2. How did you feel and what does it mean to you, to be selected for our Female Entrepreneurs to watch 2019 List?

It's a great recognition and honour to be featured among these admirable and outstanding female entrepreneurs. Thank you for the opportunity!

3. What can we expect from you in 2019?

We launched our Breakthrough With Lusea Lu Podcast in December 2018, within 3 weeks, we hit over 1200 downloads. (without any subscriber base) People love those real, raw, candid conversations that provide practical insights into business, entrepreneurship and success.

We just launched our first Magnetic Speaker Academy Live Training in January 2019 with already raving reviews and life changing testimonials. More trainings will be coming this year!

4. What are you going to do differently in 2019 that you did in 2018 and what lessons did you learn in 2018 that you will apply in 2019?

In 2018, we have set a solid foundation for our business growth. In 2019, it's about scaling our impact to reach even more people and delivering transformational trainings that allows us to fulfil our company mission - helping mission-driven entrepreneurs build thought leadership business that can positively impact the world.

Lessons learned:

- Build a team! You can't succeed alone! If you want to go fast, go alone. If you want to go far, go together.
- Public speaking is THE BEST WAY to scale your business, because you can immediately scale your impact by reaching more people by being on stage. But to stand out, you can't just be good; you have to be EXCEPTIONAL! (otherwise the audience won't even remember you!) When I was done with my speech at Mega Success, I immediately got 30 video testimonials and made 10 grand in one week.

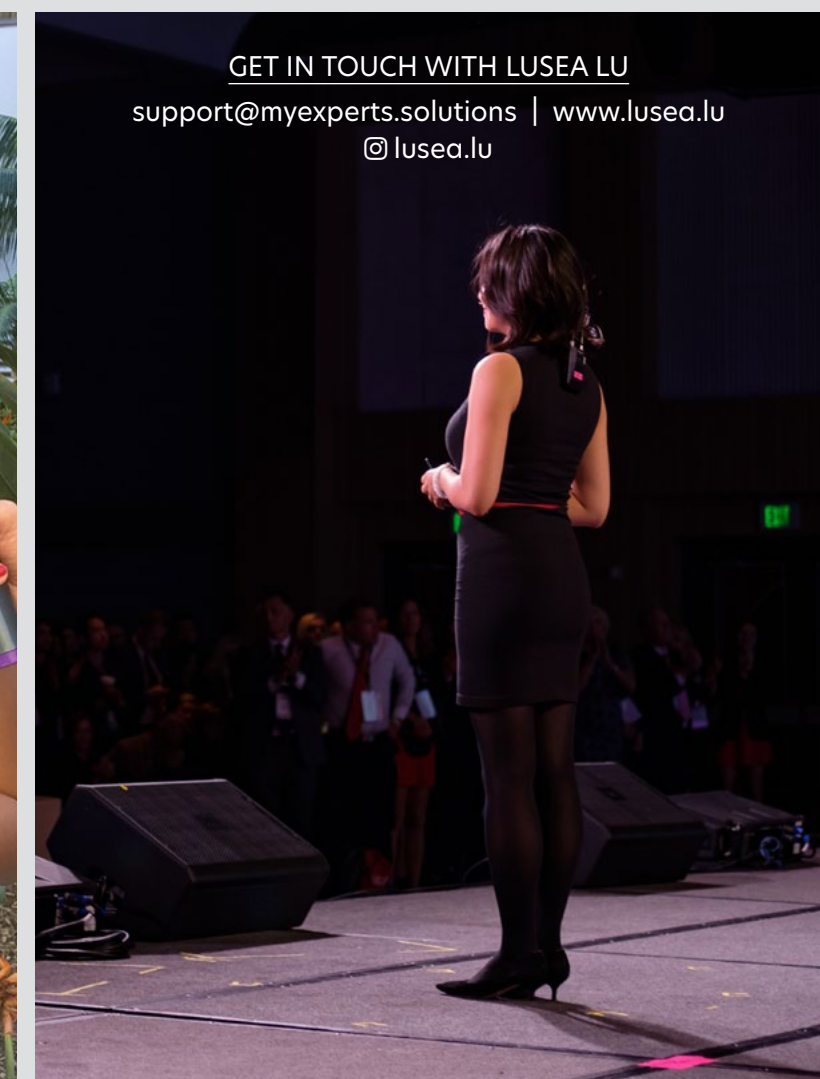
You can check out my speech here:

<https://www.youtube.com/watch?v=6OQ2YRzPJGE>

5. With markets getting saturated day by day, what is the best advice you can give other female entrepreneurs that want to stand out in their market in 2019?

In order to stand out, you have to up-level your positioning from being a coach, consultant or trainer to being a thought leader.

The best way to build your Thought Leadership is through speaking, whether it is on stage or off-stage (by using your social media channels). We are living in the best time of human history where each of us have the medium to reach and impact the whole world just by clicking "record" on our mobile phones. So stop hiding and get your message out!



Rylee + Rhi

VENABLES JOHNSON



#BOSSLADY DETAILS

Name: Rylee Venables & Rhi Johnson

Age: 29 & 33

Industry: Branding

Company: Wolf and Geek Creative House

Favourite Quote : Creativity is not dead.

1. Please give us a short background of who you are and what you do.

We are two social engineers - award-winning Aussie entrepreneurs driven by curiosity with a creative flair for branding and innovation. From little girls with wild imaginations to young women with ideas that are out of control - we turned child's play into a secret business weapon; all you need is your imagination. We have been best friends for over ten years now and after many solo business years, we decided to create the mastermind of everything we have done so far - together. This is when Wolf and Geek were born - our Entrepreneurial alter-egos.

Together we own a brand school that has a mission to teach one million people to fall in love with their businesses through creativity, imagination and innovation. We believe the world needs more "this is my dream and I can do whatever the hell I want to" attitudes. Our purpose is to encourage creative souls to discover their full potential by nurturing their creative instincts. That is powerful to us!

2. How did you feel and what does it mean to you, to be selected for our Female Entrepreneurs to watch 2019 List?

Chuffed - we were absolutely chuffed to be selected for this feature. For us, this means recognition for an absolute testing year as we rode the entrepreneurial roller coaster harder than ever when we decided to take our business to a new level. We are grateful to be recognised and to see hard work paying off.

3. What can we expect from you in 2019?

The launch of our online brand school will see our creative innovation programs reach more people. We want to bring our unique way of teaching and thinking to more women wanting to breathe creative life into their passions and businesses.

4. What are you going to do differently in 2019 that you did in 2018 and what lessons did you learn in 2018 that you will apply in 2019?

In 2018 we learnt that if you are the smartest person in the room, find a new room. We did exactly that and this was a turning point for our growth and our business. We surrounded ourselves with incredible people in business and took the time to learn from them all - this was our 2018 secret weapon.

Being comfortable is nice but getting outside of your comfort zone and levelling up is better!

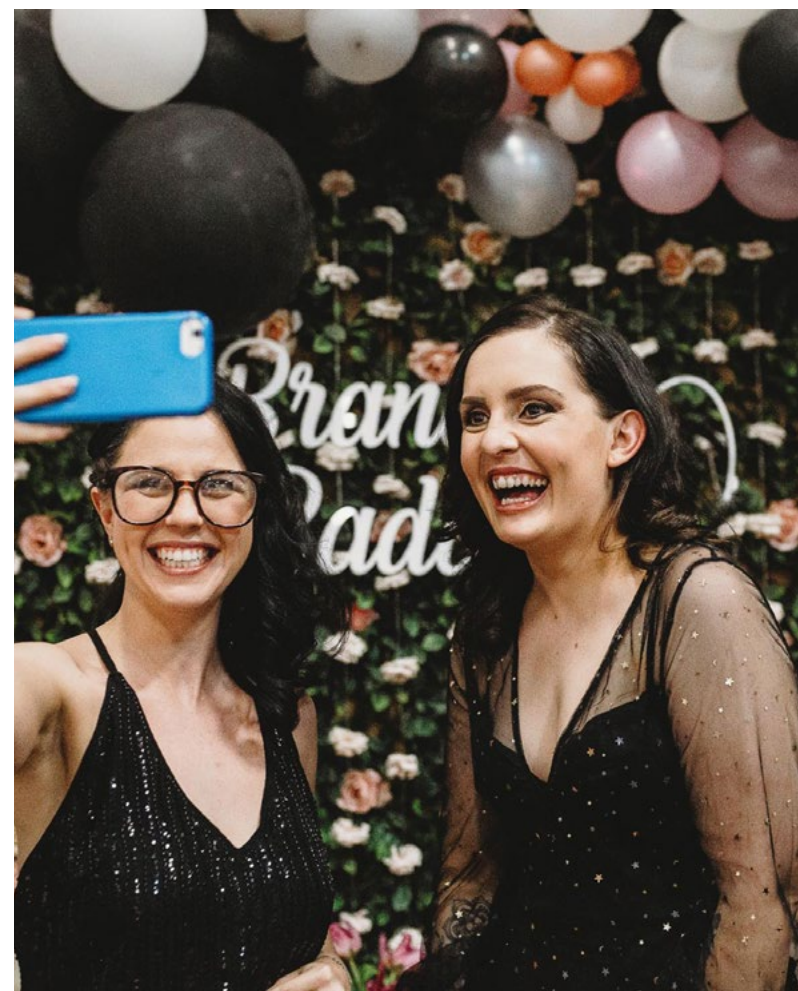
5. With markets getting saturated day by day, what is the best advice you can give other female entrepreneurs that want to stand out in their market in 2019?

"Saturated" is such an interesting word as this is what we specialise in essentially - standing out in the crowd. Creative thinking and innovation. Good brands outsell great products every time. Our best advice is to nail a badass brand.

We read a quote this year:

"Be the first, be the best or be forgotten."

This stuck with us not only for ourselves but for our students - if you aren't going to invent it, innovate it. Don't settle for being a copycat and don't be afraid to be different, that is where the best businesses are born.



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6 Numbers you should always know in your business

Finances are an integral part of any business. Let us be honest, there is no sense in running a business that is not profitable unless it is for a charity cause. The sad reality is that plenty of business owners don't spend a lot of time on managing and analysing their finances. Finances are often perceived to be boring, complicated or only a support function within a business. The truth is, the better you manage your finances, the more successful your business will become. The better you know your numbers, the more powerful decisions you can make.

You can outsource your finance function or appoint financial people in your business, but as a business owner you should still know and understand your numbers. There are plenty of important numbers in your business you should know. The numbers will also differ from business to business – what might be critical for one business, might not be important for another type of business. Let us discuss the six numbers that are important for the majority of businesses:

1. Cash

Cash flow is probably the most important number in any business. Multiple large corporations have closed their doors due to cash flow problems. A business can be profitable with good sales, but experiencing cash flow problems. Cash refers to the physical cash that you have available in your bank or investment account. Cash is needed to pay the expenses, pay creditors and to grow your business.

Cash management goes hand in hand with how well you are managing your debtors and creditors. You could have had great sales, but the majority of the customers or clients have not paid you yet. Or you need to pay your suppliers and expenses before you will receive the cash. Both these scenarios can create serious cash flow problems.

2. Sales

Your sales determine your revenue or turnover. In other words, the revenue or turnover before the cost of sales or expenses has been deducted. In theory, the more you sell of your product or service, the more profit you will make. Therefore it is important for any business to know and manage their sales numbers. It certainly helps to easily identify a decrease in sales and investigate the reasons for it.

It is also important to identify trends. For example, an ice-cream company might see a decrease in sales during the winter months but a spike in sales during the summer months. By knowing these trends you will know whether a decrease in sales is due to the nature of the business or whether there is a problem. You constantly want to drive your sales numbers and exceed the set targets.

3. Profit

Profit is determined by deducting the cost of sales, expenses and tax from your sales or revenue numbers. You want to end up in a profit position and not a loss position where your cost of sales, expenses and tax exceed your sales or revenue.

Profit can be increased by either increasing your revenue or decreasing your expenses. You will pay taxes on profits made, therefore you need to also take taxes into account when you do your budgets.

4. Direct and indirect costs

Profits are directly impacted by expenses. It is important to know both your direct costs and indirect costs

since both costs play a critical role in the pricing of your product or service. A particular product or service can be perceived to be profitable, but once you also take the indirect costs into account, the product might be selling at a loss.

For example: if you sell hot dogs, your direct costs will be the cost of your bread rolls, the sausages, the sauces, the butter and the packaging. The indirect costs might include things like the serviettes, the electricity to heat up the sausages, the salaries of the staff members preparing and selling the hot dogs and marketing costs. Ensure that you take both direct and indirect costs into account when you set a price for your product or service or determine your profit margin.

5. Budgeted numbers

A budget is crucial for any business regardless of the size of your business. A budget is an effective tool to help you plan for the year ahead. You also want to do forecasts for the medium and longer term, i.e. two to five years and five to ten years. Forecasts help you to identify those big future expenses that you ideally want to start planning for earlier than later, like moving into a bigger office, replacing your computers or buying a delivery vehicle.

It is however inadequate having a budget if you don't compare your actual revenue and expenses to your budgeted numbers. By comparing your actual numbers against your budget and analysing the reasons for variances, provides you with valuable information to make effective financial decisions.

6. Debtors

Ideally, you want to run your business on a cash basis. It is however not always possible and the nature of many businesses force you to allow for debtors. Long outstanding debtors can create cash flow problems and irrecoverable debtors can cause your business to close down.

Know your debtors and constantly manage your debtors' balances. Adopt a payment policy and communicate it to your customers or clients. Do credit checks on your customers or clients and stop providing products or services to them if they don't pay you within your set timelines. Compile an age analysis and manage it carefully.

Start off knowing and managing these six numbers at least. It will certainly help you to create a more profitable and successful business.



ABOUT THE AUTHOR:

Ronel Jooste
CA(SA), Financial Consultant, Author & Speaker
Contact Ronel: ronel@financiallyfitlife.co.za
www.financiallyfitlife.co.za

9 short and sharp things businesswomen need to know about running a business

Despite what you may have heard, running a business is a different experience when you're a woman. And anyone who tells you differently is either naive or just plain wrong.

Let's ignore the fact men secretly get more hours in their day than we do (I don't know how it happens, but I'm sure it does). Women have to work harder and be better than men to achieve the same results and recognition. Fortunately, they're pretty good traits to have when you're running a business.

But it doesn't make things any easier.

I work with women every day who often feel overwhelmed and have difficulty finding their focus. It seems almost impossible for them to grow their business while they're so busy working in it. And they worry about getting a reputation as someone who starts things but never finishes them.

Sound familiar? Well, here are nine tips to help you grow your business, increase your profits, and show the men a thing or two.



ABOUT THE AUTHOR:

Caz Hendrie is 'The 5 ft Growth Guru'. She's a Business Growth Expert, international speaker, author, a radio, print, and online personality, corporate trainer, share and property investor, philanthropist, and has 7 businesses. She specialises in... financial freedom. And she lives with the 'world's sexiest accountant' which she swears is not an oxymoron.

For a free copy of her latest book 'Unlocking Your Financial Freedom – an 8 step guide for business owners', simply SMS the word "book" plus your name and email to 0487 970 697.

<https://meetcazenhendrie.com> | c.hendrie@hendrie.com.au

www.womengettingresults.com.au | www.hendrie.com.au | +61 3 9725 2533



1. Embrace the difference

Yes, there are differences between how men and women are expected to run a business. You need to accept that. But instead of fighting them, use them to your advantage.

After all, the differences themselves don't hold us back. They only become a problem when we refuse to see them, or to make the necessary changes to accommodate them.

So dig deep, and think about what makes your style of business unique. Then use it to find your competitive advantage, become better, and ultimately become the best.

2. Start with the end in mind

Here's a little something I learned from Steven Covey's 7 Habits of Highly Effective People. To achieve any goal – including exiting your business – you need to set it, visualise it, and plan for it.

You may want to:

- sell your business for a profit
- stop physically working, but remain a shareholder with a regular income
- wind down the business
- have a family member or staff member succeed you.

Whatever you want for your business in the future, it won't just magically happen. You need to plan for it.

Starting with the end in mind helps you build not only the type of business you want, but also the type of business you need to ultimately reach your goals.

3. Know why you're in business

Everybody has a reason for becoming self-employed, and it's important to be able to articulate yours.

So... why are you in business?

Don't worry. There's no right or wrong answer. But recognising your particular motivation will help you achieve your business goals and enjoy what you do.

For example, you may have started your own business to:

- make money
- balance your family and financial commitments
- give yourself something to do

These are all valid answers, and nothing to feel apologetic about. It doesn't matter why you did it, as long as you're honest about it. Don't waste valuable energy pretending to be something you're not, or striving for something you think you should want but really don't.

4. Just Do It (with apologies to Nike)

Guess what? You can have whatever you want for your business as long as you're prepared to make the necessary sacrifices and put in the required effort.

If you're not prepared to do that, then you need to own it, find peace with it, and change your goal.

But if you really want something for your business, and you are willing to make those sacrifices and put in the effort, then go for it. Set some realistic goals, and start making it happen today.

5. Choose your experts

The best people in business learn from others.

Some people will know more about running a business than you do. So learn from them. Look for business advisers who own their own business and 'walk the talk'. Make sure they're someone you'd like to emulate, and then do what you can to learn about their secrets – and their mistakes.

Important note: Choose your business experts wisely, and only work with people who have already succeeded.

6. Network properly

Don't just hand your business cards out randomly in the hope that someone will eventually call. And for goodness sake, stop boring people to tears talking about yourself and your business.

Networking is all about having a two-way conversation that's mutually beneficial to both parties. Learn about the other person's needs first, and then let them know how you can help them.

7. Be prepared to make tough decisions

If a person or system is hurting your business then you need to make a business decision, not a personal one. And that goes for anyone you deal with in business – staff, suppliers, sales reps, etc.

Your personal feelings won't always conflict with the right decision for your business. But if you are faced with a tough decision, remember that you're the only one who can protect your business.

8. Believe in yourself

When you own a business, everyone will try to tell you how you can do it better. But unless they're your business adviser or a business mentor, it's really quite insulting.

If you believe in yourself and your expertise, then back yourself all the way. Don't waste non-productive energy second guessing yourself or your decisions.

9. Be ethical

Treating your clients and customers with genuine care and respect is a highly profitable business practice.

At first we may decide to do business with someone because of their technical expertise. But in most cases we keep doing business with them because we like and trust them.

People don't buy what we do. They buy who we are.

And the only way you can benefit from that – financially and personally – is by running a business with strong values.

Ready to take your business to the next level?

There's a saying that "insanity is repeating the same things and expecting different results". So if you want better results for your business, then you need to do something different.

The first step is to give yourself a business reality check by deciding which of the '9 short and sharp things businesswomen need to know™ you need to work on first.

And the next step is to just get started!

So get to it, and be fabulous!!!

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