

VOL.
02

GROWTH KIT FOR Entrepreneurs



BY JASPER BASSON

Dryk
HOLDINGS

Monthly Accounting | Tax
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LEAD OPTIMIZERS
NICHE BUSINESS LEAD GENERATION

Welcome to the Growth Kit for Entrepreneurs Tips Series

During this daily entrepreneur tips and motivation series, you will receive the following content from us:

- Financial education to **grow your business** to new heights.
- Guide you to **find your Ikigai**, to life in the magic every day.
- Morning routine to work on your **Mindset, Heartset, Healthset** and **Soulset**. You increase these four elements, and you amplify your business.
- **Daily habits** for life that you adore.
- My wish for you is to be **fearless** and to live in the magic of this day, and see the amazing **miracles and blessings** we receive in our business every day.

I trust you will enjoy the ride with me. This content is in no specific order. It has been written by Jasper Basson every day by inspiration on a specific day.

Please consider
a donation to our
SME Distress fund



01

Why do some of the entrepreneurs and businesses in South Africa **flourish**, and some are in a **state of panic and depression**?

I believe:

Our energy and thought vibrations attract what we focus on. Be very conscious about every thought, word, and action that you do, because it influences your sub-conscious and ultimately reflect in our surroundings.

Our outer result will never be any different from our inner world. The outer world is merely a reflection.

- Become the hardest learner that you know and spend daily time and energy on personal mastery/growth. To increase your income, exponentially increase your time in education in yourself and your profession — the leader who learns the most wins.
- Spend time on each of these aspects. Mindset, Heartset, Healthset, and Soulset (words taken from a mentor). All these aspects create a better you, and in return, build a beautiful business.
- Become massively generous in your business and life. It's the secret sauce to business. Give without expecting anything back. God and the universe always provide in multiples. What we sow, we will reap.
- Be the kindest person that you know.
- Focus less on the competition, and be fully present in your own business. Be your own kind of beautiful. Be authentic. We live in an abundant universe, where there is enough for all of us. The more we want others to succeed, the more we succeed.
- Become very conscious about your influences, the places you visit, and the pursuits your take on. Get rid of the toxic naysayers, visit the places that inspire you to become more and focus only on the pursuits that bring you joy.

02

The world treat you in **the way you treat it**

Be the kindest person that you know.

03

Beware of the **negative self-talk** we all tend to do everyday

To name a few:

"Can't"

"It's too expensive"

"Hope"

"I can't complain"

"Wish"

One of my mentors always give this example: *"It's a sick photo"*

We can't be successful entrepreneurs by thinking and talking in such a manner. Such consciously talk seeps into our sub-conscious and become our way of doing. The universe (God) will reward positive behaviour and energy vibrations.

04

Build a business of **deeper meaning** than making money

What are the reason, bigger than yourself, why you created a business?

#Ikigai

05

Fear is a **liar**

When we run into, it always runs away.

I do a morning ice cold shower to remind me to run into my fear.

What ritual or routine do implement in your daily life to prepare yourself sub-consciously to overcome fear?

06

Money is "currency"

Its' an energy flow.

We can only expect abundance, when we allow it to flow. Be overly generous, and don't hoard.

Be abundant. Be generous.

07

5 lessons in life entrepreneurs learn too late

1. Preplanning of your week
2. Fear is a liar
3. 4am fitness training
4. Finding our Ikigai
5. Financial Education

08

Seek out the individuals that will **challenge your thinking** in conversation

Invite them for lunch, and learn from their experiences. One conversation, even one sentence, might help to guide you into the direction of your IKIGAI.

09

Change your **habits**, change your life

10

Hustle (I hate this word) for 18 hours a day, doesn't make you a better entrepreneur, merely a tired one

There is a better way.

Structure and pre-plan your days and weeks for the top 5 priorities and projects in your business and personal life, and outsource the rest.

Find ways to focus on the things that excites you and bring you joy.



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Do you **utilize the ETI** (Employment Tax Incentives) of SARS?

It's a monthly tax rebate system. Tax back in your business.

This saved numerous of our monthly accounting services clients thousands of rands in tax!

[Book a FREE 30 minute Zoom call with me to find out if your company can incorporate ETI monthly.](#)

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Where ever we are, **is exactly**
where we are **supposed to be**

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Our **outer world** will never be any higher
than our **inner work**

Do the consistent deep, difficult inner work and see miracles start to unfold in front of you.

14

Consistency is the master
of victory and success

It's not what you do once in a while, but every single day that matters. Small accumulated steps daily leads to great heights.

15

Always having **trouble paying the VAT** for your business every second month?

Create a separate call account linked to your business current account.

Transfer a portion of the VAT on sales to the call account every Friday. Ask your accountant for guidance.

You will find, not only will you have enough funds to easily pay the VAT, you will start saving additional funds in the call account.

16

Share love and kindness and **focus** on your own path

Be your own kind of beautiful authentic self and be generous of giving the world just that.

17

Don't live from your **business bank account**

Don't use the business card for any personal usage. This is one of the main reasons entrepreneurs struggle to win financially.

Create a personal budget today, and pay yourself monthly, as you would do to any other employee.

By starting this process, you will find that you start building the capital of your business.

We don't realize how much we spend until it's too late.

18

The **first step** in not being afraid is acting like you're not afraid

(Secret life of pets 2)

Fear is a liar.

When we run into, it always run away.

Start that business that you always wanted to do. Start small but start today.

19

"You can never have an **impact on society**, if you have not **changed yourself**."

- Nelson Mandela

20

Worrying and focusing on politics will not improve you as a person

Focus on your improvement and your craft and YOUR life.

You are here because you can make the world (and SA) a better place.

God will not give you a situation you cannot handle, if you wish to trust Him.

Put off social media and the news, and focus on your life and craft.



21

Since I changed **how I view any meeting**, I started adding more value, on a deeper level, to clients

I always had a specific intention for a meeting. Many months ago, I changed this by merely asked a meeting to be blessed and for me to be an instrument of service. One seemingly simply idea changed the total landscape of our organization.

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Some of the things I realized, serving accounting clients for almost 2 decades, was the following:

- The most entrepreneurs, once they get to know me, will admit their journey is a scary one.
- They do feel clueless and lost most of the time.
- They struggle with marketing and sales (if this is you be in contact today - www.netkonekt.co.za)
- Their finances are not in order, and they struggle to build up capital in the business (if this is you be in contact today - www.dryk-holdings.com)
- There are not enough days and hours in their week (follow weekly content on habits to change the course of your business and life - www.youtube.com/c/JasperBassonAccountingTaxHabits)
- My favourite: EGO is the enemy. We can't seem to grow, because we already know-it-all.

Through our **3 Months FREE monthly accounting services program**, we assist clients to:

- Structure and streamline their business.
- Offer free consultations on some important questions related to entrepreneurship.
- Make sure they are kept compliant with SARS and other financial institutions.

We want to start assisting you to become world class.

23

For the last two weeks I have been giving **30 minutes of my day to a start-up entrepreneur** through a Zoom call

We would talk about their needs in entrepreneurship and how Dryk Holdings can assist them monthly.

By being overly generous, we open up a world of abundance. Write down and take action today, what you can do in your business daily, to show generosity.



If you are
a start-up
entrepreneur, book
a FREE 30 minute
Zoom call

Let's talk!

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We will never create **new opportunities**, be **creative** and **innovate** or **find solutions**, while we are being busy in our everyday environment

Become the change for your business, by stepping out of it frequently.

- Create amazing experiences
- Visit new restaurants
- Travel to a new town or country
- Run or walk in nature

Doing this change the perspective of how we see our business and world. You will come back and be inspired to do amazing things.

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Live life a little **#slower**

When you ask: How are you? Do you hear the reply?

When you run so fast to get somewhere.
You miss half the fun of getting there.

When you worry and hurry through your day,
It is like an unopened gift thrown away.

Life is not a race.
Do take it slower.

Grind when you need to grind

Focus when you need to focus,
but also learn to slow down and appreciate the small things in life.

Life is not just a race to what society want us to believe success is.
Life is those special moments that money cannot buy.
Be grateful for the little things.

When you work, work.
When your play, play.
Don't mix the two.

- Jim Rohn

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Our **daily routines and habits** shape us into what we are and become

Below a portion of an interview with a friend on the 5 Rituals that predict success.

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Stop listening to your **own excuses** for not being able to do something

In fact. Stop saying anything, and starting acting today.

That new idea will open new opportunities for you. This new idea might not be working, but it might just get you closer to your #ikigai.

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This year, the beginning of a new decade can be the **beginning of a new you**

- Begin that project or new idea that you also wished to do. (before someone else does).
- Get super fit again and eat lean for optimal energy. We can't build businesses if we are tired or sick.
- Say no to things that don't matter, to be able to say yes to the things in your life that really matters.
- Truly believe that you are entitled to be blessed in abundance (if we do the work). A lot of us (me included) has been raised (by society), to believe we are not entitled to this. Abundance is a flow of energy. Start by giving. Be so generous that it scares you, and you will start noticing a world of abundance open up in front of you. Giving and receiving is merely a flow of energy.



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By expressing your **unique and authentic self** to the world, you are opening up a world of abundance inside and around you

You have abundance inside of you. Believe it.

Begin by being massively generous of giving the world and people around you, just that.

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The universe is an amazing creation

It blesses those who are spreading kindness. It provides abundance as a return on investment of generosity.



Thank you for reading

As appreciation I want to offer you TWO Gifts

01

Gift Pack to the value of R 57,500 from a huge variety of small business owners

Please follow the link below to activate your FREE Gift Pack
(Including in this FREE GIFT PACK is a voucher worth of R 7,500 for 3 – Months FREE accounting services)

02

Daily #EntrepreneurTips and motivation to live a life that you adore

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