

VOL.
04

GROWTH KIT FOR Entrepreneurs



Crafted by Jasper Basson



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 live 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 a 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

4 Business **success ideas** to rise

1. **Extreme Customer Service**

One of the critical aspects of a successful business is extreme customer service and massive value to your clients.

I recently saw this fantastic gesture from Cattle Baron Paarl to one of our monthly accounting clients.

It seems that our client visits Cattle Baron Paarl frequently, and as a gesture of gratitude towards them, Cattle Baron crafted their names into steak knives.

It's beautifully engraved. Imagine how special our clients must have felt, and the continued loyalty that they will have towards this restaurant.

As an entrepreneur, wanting to serve your clients in overload, write down a few ideas that you can do to make them feel special and appreciated.

2. **Start small, but start today**

I know many talented people, with so many opportunities, but they are too afraid to take the first step in starting a new venture or pursuing their unique idea.

You are amazing and authentic as you are, and the world is waiting for you to take that first step to your new business and new life.

Use your authentic self to WOW the world.

I promise the first step is always the most difficult.

Every step after that is more comfortable than the previous one.

Run into your fear, and your fear will always run away.

Trust your gut on your idea.

Start small, start today.

*Watch the
full video*



3. Pareto Law

Just over two years ago, I walked in the mountains with one of my special friends.

He told me all about a friend who applied the Pareto Law consistently to his business.

The Pareto Law is better known as the 80/20 rule.

You evaluate what you spend the most time on, and the return you receive on this investment in time.

Since then, I worked to master the Pareto Law to every aspect of my life.

Initially, I fired toxic clients and friends. It was a difficult stage in my life, as you received a lot of resentment because of my decision, but it was the best decision for me.

In the words of Robin Sharma, *"All change is hard at first, messy in the middle, but gorgeous at the end."*

After two years, I am in peace, doing and spending my time on only the things I love.

I don't take on clients that will be toxic to me, and I spend most of my time with my five chimps and my family.



4. Learn something new today

For our life to change, we need to change. I spend my mornings developing myself, learning new things and ideas, daily.

Don't forget your inner child. By looking at our kids, we can quickly remember how quickly we learned and took on new ideas.

We were also like our children, hungry for new information, but along the way, the society told us that we are not as good as we think we are.

They told us our ideas are too big, and we need to settle to be mediocre.

I want to challenge you to find your inner child, that could not stop learning new things. By learning consistently, we are creating better awareness around us.

In return, we are making better choices, and in the end, we see better results.

Let's make South Africa amazing together!

02

Less want. **More give.**

When we give value, service, etc., we receive in abundance.

When we feel entitled, we don't gain anything.

Even if you are scared, give more than what is expected.

Generosity breeds abundance.



03

Things that **steal your power!**

Getting into arguments with people on social media and other social platforms! You literally give away your base power.

Not saying what you know because you are scared to speak the universal truth.

Always having the last say to be right.

Not setting clear boundaries.

Trying to get power over something instead of within.

[Written by Louise Basson from Natures Balance](#)

04

Put to bed **limiting thoughts**

We all have unlimited power within us, no more and no less than anyone else.

Let us not be limited by any thought that we are less than God created us to be.

Let us all express our #ikigai to the world.

A world of abundance and miracles awaits us.

05

You are all **Titans**

It's about how you show up in your life.

It's about stepping into who you want to BE. Who you desire to BE.

Inspiration was taken from our Robin Sharma PMA /Titan WhatsApp group. We become our environment.

Be a Titan!

06

The reward of **adding value**

Currently, it's a lot less about record turnover months, and a lot more about adding massive value to the market place.

Creating massive value during this crisis time will show enormous dividends in the future.

Go out.

Give value.

We all can.

We are all amazingly authentic.

07

3 Tips for start-up entrepreneurs

1. Think big. Start small. Start today.
2. Be open to advise and be prepared. Our Ego is our enemy.
3. Feed from positive energy. Protect your environment and influences.

*Watch the
full video*



08

Our reality is the accumulation of **daily thoughts, words, and actions** that we do

We are what we manifest.

Our reality is formed from the powerful forces programmed in our subconscious.

In my interview with Robin Banks, we discuss the importance of our mindset during the lockdown.

*Watch the
full video*



09

There is a lot of **power and value** in our **environment** and the **people** we associate with

Some notes I made for sharing, during the last PMA / Titan zoom call from Robin Sharma.

- We can all learn from each other.
- The quicker we adapt, the faster we can transcend.
- Practice daily gratitude.
- Dress up, even though you might be working from home. You will feel better and, in return, produce better.
- Be optimistic yet realistic.
- Assume risk will be a lot more in the new normal.
- Using the [AFRA tool](#) frequently during the day.
- Every failure or change creates new opportunities.
- 90/90/1 rule. Use the first 90 minutes of your day, for the next 90 days on your single most important project or goal.

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How do we measure **internal growth**?

I would suggest the way we react to incidents and fear. The bigger our wounds (that we have not yet internally worked on), the bigger our reaction.

When we get to a point where we don't react that much to our outer world, we know we have done a lot of work in our inner world.

If it is hysterical, it is historical.

This will be an everlasting process of internal work.

By doing this, we are also working on our business growth & success.

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Top 8 rules for business success by a mentor, **Evan Carmichael**

01

Stepping out in order
to step up

02

Consistency drives growth

03

Allow yourself time to focus

04

Start now, start small

05

Create, don't just consume

06

Structure your week
for productivity

07

Everybody has genius
inside of them

08

Get comfortable with
being a beginner

*Watch the
full video*

12

Daily gratitude creates happiness.
Happy people build **successful businesses**.

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10 Business books everyone should read

*See my list in
the video*

What books are on your list?

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5 Tips to start-up entrepreneurs

1. Keep monthly overheads related to luxuries as low as possible.
The better house, car, or other luxuries that might relate to you will come in time, but don't put your business under pressure because of these luxuries.
Once the business can EASILY afford this, we can DO this.
Don't put the business under monthly installment stress.
Most start-ups that grew into bigger sustainable businesses had a humble start related to its luxuries.
2. Don't play the short game.
This is hard cold calling selling, with the only intention to create money for today.

Play the long game.
Add massive value to the marketplace. A successful sustainable business is based on these pillars.
Live you Ikigai and create daily value.
3. Show kindness always, but don't be a pushover. Be kind but have your clear boundaries.
4. Be massively generous in all aspects of life, whether its monetary, value-adding or in kindness.
Generosity is the secret sauce to any business.
It breeds abundance.
5. In the new normal, be open to constant change.
The mere fact that something was working yesterday is not a guarantee for today.
Find your inner circle of people to challenge you daily. Growth is hard, but worth every sweat.

Be blessed.

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7 Reasons we tend not to grow and achieve

1. We merely ASSUME we will grow automatically. We will never improve by accident, but always with intention.
2. We don't know HOW to grow. Find the right people to associate with, and to guide you along the way. Get a growth plan and daily scheduled time set aside for your growth. I prefer early mornings, as this is the time of least distraction.
3. It's not the right time to begin. Postponing becomes not doing. Take the first step and keep going.
4. Afraid of making mistakes. One of the best teachers is mistakes. We learn so much from them. Be open to build them and grow.
5. Waiting for perfection. I know so many talented people who are waiting for everything to be perfect. The truth is, it never happens. Nothing will ever be perfect enough to start. We start and adjust and fine-tune along the way. You will become a better version daily, by consistently growing and learning.
6. No inspiration. There is no silver bullet to inspiration. Follow the Nike slogan, *Just do it*. Once you start doing it, you will begin to feel inspired to keep going. The joy of seeing a different version of ourselves will become an inspiration.
7. Last, but far from the least. Comparison. Don't compare yourself with your competition or the growth of someone else. We are all on different paths. I merely need to focus on being a better version of myself tomorrow. When we compare ourselves with others, we cannot fully grow in the person WE are supposed to be. I will never find and follow my Ikigai when I am not PURELY focusing on my PATH. We can't stand out when we are the same.

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Live a life you adore by following your Ikigai

I have many posts on living a life you adore by following your Ikigai.

When we truly follow our Ikigai, we place ourselves in an environment where everything is effortless.

Work is not work, it's fun.

Time with our family becomes enjoyable.

Want to make a change and start living your Ikigai?

Three ideas to start this process:

1. Create awareness

We become our daily choices. What are my daily conscious thoughts, words, and actions?

Are these thoughts steering me in the right direction towards my passion and purpose?

Do I live my life for merely my good, or a bigger purpose?

2. What actions do I take?

We cannot win on the sideline.

Take the first scary step. The rest will be a lot easier. I promise.

We cannot win if we don't take action.

3. Attracting like-minded individuals

When we become authentic and start living our Ikigai, we will begin to attract like-minded individuals.

Like, attract like. Positives attract positives.

Want to be surrounded by growing individuals, become one as well.

We attract to become a person of value.

Our deep, authentic self, offers tremendous value.

Explore and find it, and showcase it.

Not with arrogance, but through purpose.

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Be a **good receiver** and even a more **generous giver**

Be massively generous and allow others to do the same.

If we are givers, but terrible receivers, we don't allow others to be generous.

Abundance is a flow of energy of giving and receiving.

Don't stop or choke the flow on either end.

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7 Rules for business success

01

Run into your fears

02

Focus on your growth

03

Utilizing the winter seasons

04

Unblocking your Limiting
believes about money

05

Surround yourself with
your five chimps

06

Channel your focus
and keep away from
distractions

07

Adopt an
abundance mindset

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You are **authentic**

You are not less important than anyone else.

God created an unique you.

Live that, for all of us to learn something from your authenticity.

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Leading with direction

"A leader takes people where they want to go.

A great leader takes people where they don't necessarily want to go, but ought to be."

- Rosalynn Carter

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When we are **abundant within**, we are abundant in the world

From this moment, invite abundance into your life.

We shine from the inside out.

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Weekly **routines**

Going for a weekly massage is not a cost or waste of time, it's an investment in your personal life and for your business.

We grow and achieve from the inside out.

What daily or weekly routine have you implemented in your week?

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We can be like **a reservoir** or choose to be like **a river**

We can hoard everything as the reservoir does, or we can live our lives in flow by choosing to be like the river.

A river needs constant in-and outflow.

The river is open to receiving, but also let go and provide more for wherever it flows.

Be a good receiver and even more generous giver.

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Choices mean work

How can you hope to pursue your highest potential when you are not managing half your potential now?

Manifestation is as easy as it is hard; we have to be logical. If you think about it, if it were easy, everyone would be content?

Just clearing out a closet is hard, you may even stand in front of your closet and think about needing to clear it, but then you don't.

It's hard work to work for what you want, and I'm not just talking about money. Making changes bring choices. *How comfortable are you with having choices?*

Choices mean work.

[Written by Louise Basson of Natures Balance](#)

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Be kind but firm

Be the kindest person you know,
but keep others to the boundaries YOU set.

Be overly generous, but know your value.
People VALUE what they PAY for.

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**Where ever you are and whatever you do,
you can be a leader today**

You don't need a title. You can lead by the intention and love you show towards what you do.

Become an instrument of service and a merchant of WOW.
People VALUE what they PAY for.

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Don't criticize what you don't understand

We see the world through the filters of our own eyes.

Everyone is doing the best they can according to their awareness, consciousness, and maturity.

Rather be the EXAMPLE.

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5 Tips for growing your business

1. Create your affirmations and visualize daily.
2. Rise early. By winning the morning, we conquer our day.
3. Learn every single day — the leader who learns the most wins.
4. Keep adding value. Be overly generous in sowing value.
5. Don't be afraid of isolation. We don't reflect when we are distracted.

*Watch the
full video*



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Adversity is the **foundation of success**

Eight ideas from Pepe Marais, Co-founder of Joe Public United:

01

Always act with integrity

02

Purpose becomes a
compass during adversity

03

Your heart has
immense power

04

It's your duty to give more

05

Step into your fears

06

Stop all negative talk

07

Write down your goals

08

Profess self-love daily

*Watch the
interview*

30

5 Business **growth rules**

1. Learn daily if you want to increase your income.
Successful leaders learn and development the most.
2. Learn do delegate. We don't build and succeed on our own.
Build a dream team around you.
3. Practice time management. Things that are scheduled,
will be the things that will get done.
4. Be Authentic. We cannot stand out if we are copy cats.
5. Run your business with more heart and soul.

*Watch the
full video*

Thank you for reading

As an 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

About the Author

Founder of Dryk Holdings (Pty) Ltd
Monthly Accounting and Tax consulting services
www.dryk-holdings.com

Financial director of Lead Optimizers (Pty) Ltd
Experts in niche market lead generation
www.netkonekt.co.za

Habit Practitioner
www.youtube.com/c/JasperBassonAccountingTaxHabits

Jasper Basson
www.entrepreneur-sa.com

Be in contact with us
instantly on WhatsApp

