

GROWTH KIT FOR

Entrepreneurs

Crafted by Jasper Basson



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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

Please **don't criticize** the work of others

I experience so many entrepreneurs that do just that.

Here's the truth of it: By criticizing the work of others, you give away your power to WOW the world.

You shift the attention from the service or products that YOU are creating to something else.

It reflects negatively on you, not on them.
It reflects a lack of self-esteem and the need to talk down on someone else's work.

Focus on YOUR craft and amaze the world with the value YOU are delivering.

02

The best **defence** is **offence**

Every time I roll in BJJ, I remind myself of the words of my coach, Gary Joshua. The best defense is offense.

We don't stand a chance to win if we are defending all the time.
This is a good lesson for entrepreneurs, as well.
You cannot win if you don't play the game (of entrepreneurship).
Your business will never expand and grow when you are just fighting for it to survive.

By CONTRACTING during difficult economic times, we CANNOT win.



03

The only constant **is change**

If your business worked yesterday, it does not guarantee it will work tomorrow.

Keep on evolving with the market. Resisting change is a death sentence for your business.

Never before have there been so many opportunities for entrepreneurs – **Our PERSPECTIVE is the difference in seeing it.**

04

Show the world **what you can do**

I recently had a conversation with an entrepreneur about his declining business.

I made some suggestions, which will change the business landscape and provide a more consistent stream of income.

The response was that people do not see him as an expert in that field.

My suggestion is, **SHOW the community that YOU ARE.**

Show them by providing frequent points of advice on that subject.

Not advertising. Value-adding.

Not by asking, but by giving.

Continue to invest in your development so that you can approach your market with confidence.

05

Grants and debt relief funds

Grants and debt relief funds are all excellent and well, but this merely puts a plaster on a wound that needs stitches.

By focusing merely on this fix, we can't experience the world in all of its abundances.

You are born with abundance but need to decide to live that truth.

Every day we have a choice of living in the magic of abundance OR breaking it down to the point of no existence.

Take back YOUR power.

Audit your thoughts, words, and actions. There is SO much power in your words.

Challenge →

Decide to REMOVE these phrases/thoughts from your mindset:

1. I can't afford it
2. It is so expensive
3. Constantly bargaining to get the best possible deal.

06

Where to save or invest money

One of the most FAQ I receive is where to save or invest money. I can merely state what has been working for me.

1. Up to the point that you have a bond(s), invest every cent in that bond and nothing in a savings account.
2. In a bond, you automatically earn $\pm 10\%$ per annum (depending on the interest rate on the bond).
3. You repay your bond in a much shorter time (because the interest on the outstanding amount becomes less and you still pay the monthly installment).
4. The additional capital – on an access bond – can be utilized to purchase another property (and growing asset).

07

God **does not** create extras

Don't aim to fit in when you are created to be authentic and special.

08

Our purpose comes from **our pain**

One of my mentors, [Evan Carmichael](#), always states, "*Our purpose comes from our pain.*"

It's so true.

Ten years ago, I went through one of the darkest times in my business journey. So dark, I couldn't see the light at the end of the tunnel. Looking back, I know this was needed to mould me into someone better and stronger than I had been before. It prepared me for – and linked me to my purpose. The purpose I am living out today.

Don't run away from the dark. Don't resist the fear and the pain. YOU need this to grow – use this opportunity to do just that. When we run into our fear, it will always run away.

Trust the process.

09

Stop asking – **start giving**

Abundance is like water and electricity – it needs to flow! You can't stop the inflow neither the outflow.

Start by giving without expecting anything back, and watch how a world of abundance unfolds in front of you.

Watch this
clip 

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Starting is the hardest part

Today's hard will be tomorrow's easy.
Everything easy today was yesterday's hard.

Embrace the challenge.
Start the new project or business.

*What have you
done lately in
the name of
progress?*

As hard as you try to reach perfection – the first time you do, it will be the worst – from there, you can only get better. So just get that first time over with and progress towards mastery each day.

What you are scared of most is the thing that YOU MUST do.

11

It all begins at giving

By adding value continuously, you raise awareness as a thought leader.

This builds up subconscious trust, of which the ROI will be in influx of business which inevitably leads to profits. It's important to note that it does not start at receiving. It all begins at giving.

[Gary Vaynerchuk](#) wrote a book 'Jab, jab, jab, right hook' which translates into 'give, give, give and then ask for business'.

We deserve nothing – we earn it.



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A **non-paying client** is worse than no client at all

Know your value, know what you are bringing to the table... and don't be afraid to price your service in line with the value you deliver.

Before you even start delivering for a client, make sure the client will honor their part of the deal by paying you. The market has never been this volatile.

If a client is serious about your service, s/he will pay upfront.

If not, don't take the risk! It's just not worth it.

The non-paying client will use all your resources and cost you money in the process.

This may differ from person to person, but understand YOUR boundaries and stick to them.

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Employment Tax Incentives

One of the very first discussions with a monthly accounting client, is about Employment Tax Incentives (ETI).

ETI is a fantastic tax hack for most small business owners if they employ people under the following requirements:

- Monthly salary between R2,000 and R6,500
- Ages between 18 and 29
- Valid South African ID

If you're a small business owner who has employees that meet these requirements – contact my office today for a free zoom consultation to discuss this tax hack in further detail.

*Watch the video
on claiming ETI*



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The more I know – **the less I talk**

We can state this saying in various ways...

The version that feels appropriate to me is: The less I talk, the more I learn.

We learn so much by listening, and we learn absolutely nothing by talking.

I am a huge introvert who generally only talks when I can serve my purpose, which is to serve my community and clients with extreme generosity.

In my observation, I notice many successful entrepreneurs doing just that – listening deeply and speaking up when needed.

When we think we know it all, we can't tap into growth. We will be left behind in this fast ever-evolving new normal.

My kind suggestion for the rest of this week:

- Listen deeply
- Talk as little as possible

←
*Challenge
for this week*

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STOP

Stop scrolling on social media.

Stop expecting perfection.

Stop any excuses.

GO out and take MASSIVE action... today!

Take action on that project that scares you, that potential client you want to reach out to, or that fitness level you want to reach.

One small step will change your world.
All I'm asking is that you take it.



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A woman's intuition

I frequently discuss with my fellow male entrepreneurs these days to start trusting the senses and intuition of their wives A LOT more.

MOST men's ego in South Africa is so big that we resent this idea, yet this will be a game-changer for your business life.

Trust your wife's instinct about the wrong business partner/s.
Trust your wife's intuition when she warns you about a particular situation or person.

She does that because she cares, and her strong intuitive nature provides warning signs that most men are often numb to.

It doesn't make you SOFT.

With so many people desperate to make their plans work and knowing exactly what to say and when to say it to gain trust, it's never been more important to start trusting this process and tapping into your wife's intuition.

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Stop waiting

Stop waiting on the president or the government to make a difference.

Stop waiting on your entrepreneur friend or someone else to make a difference.

Start creating your OWN ECONOMY by being true to your authentic self and start adding value to YOUR community.

It's time (it has been time) for entrepreneurs to realize we are the creators of our own economy.

We cannot expect ANY government to "save" us.

We can do this ourselves.

We need South African entrepreneurs with a massive heart and soul that are willing to make a difference.

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The **X-Factor** for recurring business

It's no coincidence that some businesses are more successful than others.

It comes down to the way they make you FEEL that differentiates them from the rest.

What can you do DIFFERENT than the rest? This will be your X-Factor for recurring business.

Immense appreciation for the family of staff at [Satori Kalk Bay](#).

See how Satori Restaurant does this



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Watch your **emotions and thoughts**

"Every emotion and thought you have affects your nervous system, and that affects your muscular system, and so the chain reaction continues until it affects your vital organs."

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

Is it time to reframe the story you are telling yourself?



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Get used to **the chaos**

"In this time of disruption and adversity, people are more reactive and protective.

You will feel energy shifting all the time.

We have to get used to shifting as chaos is not leaving us anytime soon."

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

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Complaining keeping your from happiness

"It's easier to complain than to take ownership and pursue growth. For as long as we choose to live a life of complaining, we will not be at our healthiest, and we won't experience as much happiness as we can.

There is comfort in that knowing you don't have to be at your best. Yes, change is uncomfortable, but that is where your growth lies."

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

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Stop overthinking it. **Just start.**

Fitness starts with one push-up.

Health starts with that first glass of water.

A purified heart starts with one forgiven person.

An escalated soul starts with one prayer.

Your new business starts with the smallest of actions and implementation.

Stop overthinking it. Just start.

Significant achievements begin with small steps.

What step will you take this week?

23

Flood negative habits with constructive actions

For every word or sentence of blaming or complaining this week, reset your mind with two acts of kindness or constructive change.

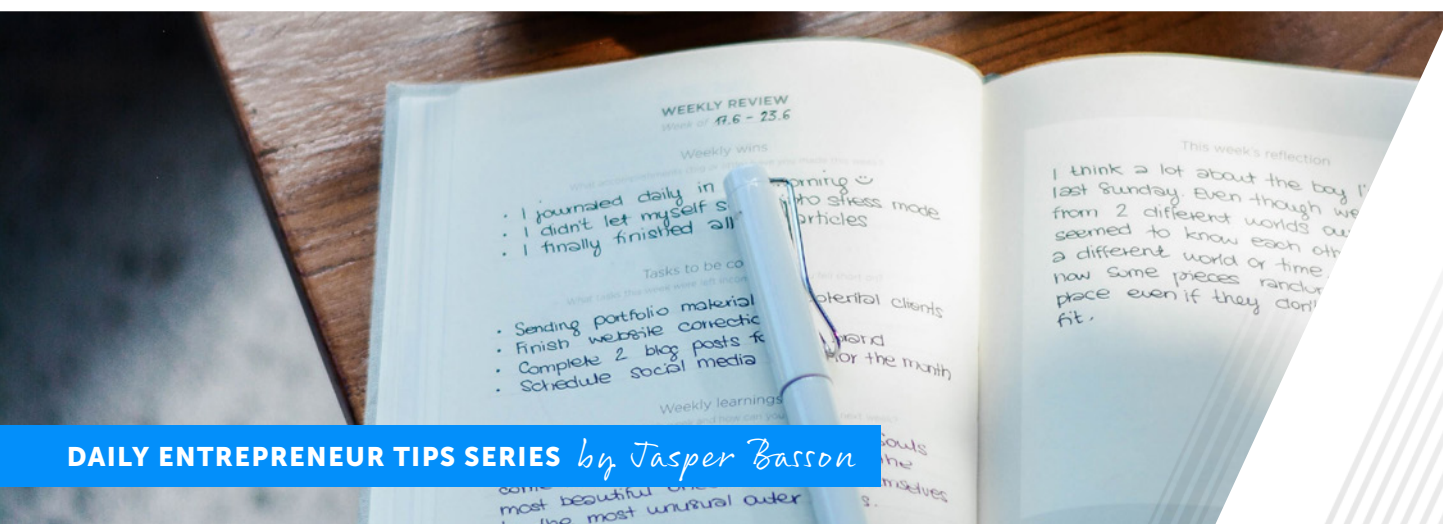
Blaming the government for stealing will only affect YOUR energy that surrounds you. YOU will lose your inner power.

It will do more harm to YOU and won't affect the government at all. After blaming, exchange this thought with something of value.

- **Implement one idea** with which YOU can change YOUR economy. We are the creators of our economy (not ANY government).
- **Write down** (to remind yourself) why there are more things to be grateful for than not. Food on our table (in most cases more than we need), warm clothes, a healthy family.
- **With who** can you share a smile today to show kindness? The more kindness you share, the happier YOU become.
- **What small, seemingly insignificant act** can you do or action can you take to make a difference in our amazing country

Small daily improvements create massive dividends in the long run. Our every thought, word, and action are powerful forces that can predict our future reality.

Refuse to settle.



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A brick is baked for it to reach the quality it needs to reach. **Only then can it be used to build.**

1. Don't run away from the heat (the pressures that come with establishing and building your dreams). The process is necessary to prepare you for your next level and ultimately for the fulfillment of your vision.
2. When you build a team around you, allow them to "bake" a little too. Don't lose faith in them when they buckle... create a safe space for them to "bake," and you will have people that you can build with.

We're all still "baking" in one area or another. Allow yourself time in the process. We've got this.

Written by: [Russell Mark Julius](#)

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You don't have to be a millionaire to start investing

You merely need to earn something. From these earnings, make sure you pay yourself first and then allocate 30% of your income to growing assets.

30% of R100 each month or 30% to R100,000 is the same principle. Start cultivating a habit of investment today.

This simple principle will change your economic landscape, and it will compound over time.

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Passive income

Does your business have a passive income stream?

Every business can add some sort of passive stream of income. The key lies in going the extra mile to understand your clients' small, but consistent frustrations/needs.

Passive monthly income creates a stable financial basis for a business.

A few ideas you can try:

- Monthly recurring service or maintenance fee.
- Monthly or frequently recurring income from referral commission.
- Monthly, quarterly, or annual profit share as a silent partner. The value you can add depends on your skill.

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5 Motivators for entrepreneurs

These tactics are guaranteed to move the needle for your business:

1. Put down your phone from 8:00 to 13:00, and experience high-intensity work output.
2. Create at least one piece of content that will add value this week. No selling. Only value adding to your audience/network.
3. Be OVERLY generous this week. Give without expecting anything in return. It's not a trade-off. Just give. The universe will provide in abundance.
4. Skip alcohol this week, and keep it for the weekend (in moderation). We give away all our power when we use this as a stress reliever. When stress piles up, try going for a walk or run instead.
5. Give someone your fully committed attention. No phones. No interrupting of the conversation. Listen deeply. This takes practice, but it's worth it.

continue on the next page ➔



Give these five tactics a try this week, starting right now.

I promise you, from personal experience, that this will have a significant impact on your business.

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Shine in this world

It's never been this easy to shine in this world.

In a world where most people try to do as little as possible to get through their days – be the person who does the little bit extra.

How many times do you pay at a cashier, and they barely acknowledge you standing in front of them, never mind greet you.

How many times do you find people don't even return your business call? How many times are people late for an appointment or don't pitch at all...?

Become a merchant of WOW.

Something done stunningly well will build YOUR confidence and automatically shine a light around you.

Be proud of every little thing that you do.

The SMALL things are the BIG things.

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“Forget everything and run or face everything and rise.” – **Pitbull**

Realistically we are in a deep economic crisis and my belief is that 2021 will provide us with an even bigger ‘wave’.

All the backlashes of the events of this year will be reflected in 2021.

That being said, I always state that we create our own economy. I firmly believe in this.

This can only happen when we rise above everything that is going on in the world.

If we are more concerned about the new US President, the current state of SA or the economic disasters around us... then we don't stand a chance of succeeding.

Rise above this! Here's how:

- 1.** We invest 100% in ourselves first. Working on all our various internal empires (as Robin Sharma would put it) – Our mindset, healthset, heartset and soulset.
- 2.** When we rise above the circumstances around us – we can also start to look after others that do not cope currently. Then we can figure out how WE can make a difference in the country or globally in our own authentic way.
- 3.** The more inner work we do, the higher we can rise. The higher we can rise, the more we can give back to others. Being generous creates a world of abundance.



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

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