

VOL.
05

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

Top 8 rules for business success by one of my mentors, Evan Carmichael

01

Stepping out in order
to step up

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Consistency drives growth

03

Allow yourself time to focus

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Start now, start small

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Create, don't just consume

06

Structure your week
for productivity

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Everybody has a genius
inside of them

08

Get comfortable with
being a beginner

*Watch the
full video*

02

5 business growth rules

1. **Learn daily** if you want to increase your income. Successful leaders learn and develop the most.
2. **Learn to 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 copycats.
5. Run your business with more **heart and soul.**

*Watch the
full video*

03

Being **conscious** of the **full picture**

We will never attract anything other than the energy vibrations we send out into the universe. Always feeling that the world provides its fair share of DRAMA in YOUR life, then on some level, you are doing EXACTLY THAT and sharing it with YOUR energy.

We will never rise any higher than our self-awareness and inner work.

Every thought, word, and action that we do influence the whole. When we become conscious about this, it changes our personal and professional life.

04

Pareto Law (80/20 principle)

Three years ago, I was burned out.

A friend told me about his friend using the Pareto Law (80/20 principle) to evaluate his business quarterly. I started my "clean up" process with this initially, including my personal and professional life.

These days I access anything through these filters, even before I agree to anything.

Awareness about what consumes us, personally and professionally, creates opportunities to do things better and more effectively tomorrow.

Have you never heard of the Pareto Law (80/20 principle)?

It's the principle where $\pm 20\%$ of our activities are delivering $\pm 80\%$ of our actual results. We thus spend so much wasted time on things that genuinely don't matter.

05

“What’s the **magic word**!?”

When last did you hear an adult saying *please* and *thank you* in everyday conversation?

It’s one of the most fundamentals in healthy functioning relationships, yet many of us have seemed to have forgotten these “magic words”.

The world became so busy that we forget to include these small words in our communication with others.

When last did you ask someone how they are... and stop to listen to their answer. I mean, REALLY be interested in what they say.

Let’s all remind ourselves of these basic, but fundamental words: *Please, and thank you*. It doesn’t make you soft. It reflects respect and values.

People who know me, and communicate with me frequently, will know I always put the word “*Blessings*” at the end of everything. This is not merely a habit, but an intentional word of wishing someone else the best day possible.

I honestly believe these small acts of kindness are the most underrated items in business, and it can make all the difference.

NOW, if you’ve read up to here, I’ll assume either you’re very bored, or you think there’s some value in what I’ve shared. If it’s the latter, then please do me the favour of sharing this content with a fellow entrepreneur friend.

Please and thank you!

06

Be the **purple cow**

It's easy to contract in these market conditions.

Go out and provide value.

The leader who serves the most, wins.

We ALL are leaders.

Be the PURPLE COW, as [Seth Godin](#) will put it, and run your business your AUTHENTIC way.

Your current business struggle might just be what YOUR PURPOSE has been waiting for.

07

Comparison is the death of your uniqueness and authenticity

My wish for you is that you love the process of becoming a better version of yourself. This is a lifelong process.

I have been in martial arts for almost my whole life. As a Sensei, I always taught my students to merely focus on THEIR OWN GROWTH and becoming a better version of themselves.

I always sounded like a broken record, repeating as many times as was needed for it to sink in: *"Don't compare yourselves with me or any of the other students. If you can do one push-up today, and you do 5 tomorrow, you've won! You had a growth of 400%!!"*

Every accomplishment within yourself opens new possibilities for you. Comparison is the death of your uniqueness and authenticity in life and business.

08

Our **perspective** changes the **outcome**

Starting is better than **perfect**.

Can is better than **can't**.

Taking action is better than **not trying**.

We all are served the same SEASONS – though it may come at different times in our lives. Yet some people overcome, and others are overcome.

Why is this? I suggest that OUR perspective changes the OUTCOME. This has undoubtedly been the case for me.

What about you? Has there been a situation that did a complete 180° turn when you decided to change your perspective on it?

PS: I've uploaded a fantastic clip onto my YouTube channel on 'Top 8 Rules For Business Success', which you can watch by clicking below.



One of the most FAQ I get as an accountant is: *"How can we raise capital for our startup business?"*

I don't blame them – we're operating in an entrepreneurial climate where businesses that RAISE money has somehow become more celebrated than companies actually MAKING money.

By growing a business organically, we GROW WITH our business. The two are very closely linked. Our business expands when we do!

I touch on this topic in an interview with my friend Leon van Vuren - you can watch the recording on YouTube [here](#).



10

We are in a **new normal** of business

I say this with genuine care and a deep desire to see everyone live happily, fulfilled lives...

STOP waiting on a lockdown to ease up to a level 2 or level 1...
The reality is, we are in a new normal of business, and what you're 'waiting for' may never return.

STOP focusing on the less-than-favorable-economy and a president whose actions you disapprove off.

The whole world is in chaos... and there's a higher purpose for that.

Focus on improving your economy and your daily reality.

I believe in you!

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If time is our most precious resource – **why don't we respect time?**

If someone is willing to share their most precious resource with us (*Read: Share their time with us*) – why don't we show the due respect for their time?

We've all heard "*If you are not early, you are late,*" and I must say the longer I'm in business and the more amazing people I meet who respect my time and the time of others – the more the lack of timeliness has become a source of frustration for me.

I feel so respected and valued when someone makes an effort to be on time merely or even better – a little early.

It's up to us to keep our associates accountable in their dealings with us – call it boundaries.

On the other hand – we can't change people, but we can control our responses and extend a little more tolerance to those still developing good time management.

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Recovery is part of **growth** and **success**

"Slow is smooth, smooth is fast."

The saying of my BJJ coach – [Gary Joshua](#)

Being an entrepreneur, we often need to work at an intense pace for extended periods. We need to remind ourselves that we NEED to rest and recover. This isn't a matter of preference – rest is a necessity! We can't deliver work, which yields world-class results when we are dead tired. You will simply have no creativity nor imagination.

Slowing down temporarily will allow creativity to flow.

Have you ever noticed how many new ideas you get on a holiday, quick get-away, or while running in the forest?

Our best ideas and creativity do not come from working ourselves into exhaustion, but when we allow our brains to "breathe".

[Jim Rohn](#) said it well: *"When you work – work; when you play – play... but never mix the two."*

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Natures Balance

Mindpower is good, manifesting wonderfully and is more potent in some people than others.

But the work lies not only in the mind, but in your soul and your energy system. Your mind can easily distract you from that deeper area as it is easier not to deal with where the deep work lies.

Energetically we are not equal, but we can all develop it and become stronger.

*Written by Louise Basson
of Natures Balance*



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Run your business in your **authentic way**

UNPOPULAR OPINION: It's easy to contract business in these market conditions.

Simply go out and provide value.

I firmly believe that the leader who SERVES the most – wins.

We're all leaders. It's just a matter of *'are we serving or are waiting to be served?'*

Be the PURPLE COW, as [Seth Godin](#) puts it, and run your business in your AUTHENTIC way.

Your current business struggle might just be what YOUR PURPOSE has been waiting for.

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Our business will **never expand bigger** than our **inner growth and condition**

At the beginning of 2020, I committed to myself to do a daily post on entrepreneurship growth. I have done this to keep me inspired and motivated and also to boost my creativity in writing.

I can genuinely say this daily act kept me sane and on fire during the COVID19 lockdown.

Our business will never expand bigger than our inner growth and condition.

If you don't yet do so, I want to invite you to install a daily habit of growing your inner world.

We are built to grow and to serve.

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Believe in your product or service!

A cricket batsman doesn't need to score a century every match. He merely needs to do it on an excellent average to be a Protea.

Keep going! Keep improving! Keep moving forward!

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Joy as a GPS

In his work, [Robin Sharma](#) talks about 'JOY AS A GPS.'

This is a fantastic tool, and here's how I apply it to my life:

1. People

I created a 'Top 5' list. These are five people who INSPIRE me and want me to WIN. I place a high priority on making time for and being available to these people as often as I can.

I am also fully aware of those that DON'T want me to win. Since we know by now that energy speaks louder than words, these people often bring TOXIC and NEGATIVE energy into my space, so I choose to have zero interaction with them.

We are who we surround ourselves with.

2. Places

We naturally draw inspiration from certain places that resonate with us and cause us to be more creative. It's not a waste of time to go and spend time in these places to recharge yourself.

3. Pursuits

Make sure the things that you are doing fuel you with joy. If it makes you jump out of bed in the morning, you know you are busy with YOUR pursuits.

Take away for you to think about:

Follow your top 5 pursuits and outsource the rest.

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People **value** what they **pay** for

I am all about generosity, and I believe I provide that by showing kindness, finding ways to 10x my value-contribution, and being an inspiration of hope to anyone who cares to take in what I share.

You can give all you want, BUT PLEASE understand that you need to KNOW YOUR VALUE and, by extension, your services' value.

Facts:

1. You run a business, not a charity. *(unless you run a charity, haha)*
2. People ONLY VALUE what they PAY for.

Give all you can but make sure people understand the value of your gifts.

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To **attract amazing clients**, fire your existing toxic ones

We cannot build a stable business with amazing clients while having a mix of positive and negative clients.

Whatever we do, we attract.

Be bold today and fire the toxic clients AND friends.

We need to clean up before we can get to our beautiful result.



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We receive **abundance** by giving

Generosity in time and value.

You may not always receive it from the person you are giving it to at that moment, but you will always receive abundance in return.

Its the law of nature, the universe, God. You decide.

Believe in your product or service.

A cricket batsman doesn't have to score a century every time. He merely needs to do it on a good average to be a Protea.

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There can **only** be one!

God doesn't create extras, so stop acting like one.

Stop trying to fit in when God created you AMAZINGLY authentic. Isn't it exhausting trying to fit in? I know it is... I've been there – We all have :)

Over the weekend, I saw this 'purple cow' business on Wellington and Gouda's road and loved it. What an excellent example of being your own kind of beautiful and not following the norm.

What does size matter if you cannot be yourself?
What does success matter if you can't enjoy it YOURSELF?

**Step into your
beautiful today.**



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Blue belt tendency

If you strive to be a MILLIONAIRE, become diligently consistent. I've defined this new idea of a '*Blue Belt Tendency*'. In martial arts, most students/athletes quit when they get to a blue or purple belt.

Why?

According to my observation – It is because that's where the hard work begins.

You need to start looking and working beyond yourself.

You need to start showing leadership.

The initial excitement has passed, and discipline and consistency are required.

Entrepreneurship is the same.

We get excited, but when the going gets tough, we quit. We can overcome this by following our genuine passion and purpose. Choose the right problem to solve.

Create a higher purpose than someone evolve around ourselves.

By the way, monetary value is only one form of wealth – doing business solely for money is seldom enough motivation to get you to the finish line.



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5 Power ideas to win in this economy

1. Do your daily early morning exercise. The BDNF you will be releasing will repair damaged brain cells caused by stress.
2. Practice gratitude. Each day write down three things that you are grateful for. Grateful people are happy people. Happy people create successful, sustainable businesses.
3. A lot less news. A lot more reading. This does wonder for your energy.
4. Release your heart from old wounds. We shine from the inside out. I recommend using the AFRA tool/process to guide you in this.
5. Keep on serving. While most entrepreneurs simply contract with clients, go and add value and impact to your service's marketplace.

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Don't be afraid to **reach out to successful entrepreneurs**

Most truly successful people are open and willing to share. Truly successful entrepreneurs got where they are out of generosity and understood that we are all within reach of abundance.

The ones that ignore you are also not worth it – they probably don't have much to offer you anyway.

One conversation with a successful entrepreneur can change the course of your business. Not because they are better than you – they just might have been through a lot more than you've imagined before they reach a mountain top.

Swallow that pride. Push through that fear of rejection.

Reach out today.

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We live in a world where most of us **chase likes and followers**

I want to suggest to you your number of subscribers or likes doesn't matter. The impact and value you bring – THAT matters.

If you want a lot of shares and likes, share dancing cats or prank clips. If you want to impact, provide value.

It won't always be acknowledged, but it will be noted.

When we share value only for the likes, we do it for all the wrong reasons.

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Marinate yourself in success

We become what we FOCUS on.

We can only achieve success (in whatever form feels right to YOU) when we marinate our whole being into that purpose driven achievement.



- **Marinate your subconscious** with only good thoughts, words and actions.
- **Marinate your heart** with only the things that create a feeling of warmth and smiles.
- **Marinate your soul** with your purpose. Deep down you know what you are supposed to do. Wake up for a reason BIGGER than YOU.
- **Marinate your body** (or maybe not literally 🤪) with some form of daily exercise and a balanced diet.

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Reflection on growth

Most of us won't grow unless something TRIGGERS that growth.

I believe every young entrepreneur must go through a VERY DIFFICULT financial stage in their life – the sooner, the better.

This hardship will force us to GROW OR GO – this is when we truly realize we can't fix and manage everything with our MIND and EGO.

My growth journey as an entrepreneur has been a tough one – but it was what I needed.

Yours may look different, but I believe the same principles apply.

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5 Powerful financial tips

1. **Invest in winter season economies.** While the rest of the world contracts, go out and invest in growth asset classes.
2. **Don't live from your business account.** Treat yourself as an employee on the payroll of your company. It's a sure way to build up capital (assets).
3. **Forget about "the Jones's".** It will only get you into debt. We can't build debt and wealth simultaneously.
4. **While having a bond, don't invest in anything else.** Throw all your extra funds in your bond. You will receive an automatic 10% (or your current bond interest rate) as ROI. Your bond will be paid off before you know it.
5. **Apply for credit facilities in the good times,** in order to have access in deep winter times. But use this wisely.

Can you add another powerful financial tip that has served you well?

5 POWERFUL FINANCIAL TIPS



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by Jasper Basson

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Powerful **Instagram optimization** tools and tips

One of my mentors, Evan Carmichael, recently gave a one-on-one Instagram Growth Masterclass to my friend Ben Schmidt.

You will learn a lot of powerful Instagram optimization tools and tips in this video.



Watch the full video



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Management **with Trello**

If you struggle with time management, project Management or workflow processes then you need to watch this video.

Our IT professional takes us through a detailed Trello tutorial from setup to more advanced tools to make your life easier while being able to work remotely.



Watch the full video



Thank you for reading

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01

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02

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

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