

VOL.  
03

# GROWTH KIT FOR Entrepreneurs



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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 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 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

## Success grows from **happiness**

Gratitude creates happiness.

Happy people build successful businesses.

**Journal daily about 3 things you are grateful for, it will change you (and your business).**

# 02

## God does not create **extras**

You are here, exactly where you are supposed to be, to make a difference.

Be your authentic self and start exploring your Ikigai. Then live it.

Difficult times come and go to ensure you are truly living your Ikigai. If it was only for money, we will give up in winter times.

Our Ikigai is about making a difference in the world.

# 03

## **Rough seas** create excellent sailors

Now is the time to become the best version of yourself and be an inspiration to your team.

Now is the time to worry less about your title and a lot more by your example.

*(Writing this in time of the Corona virus outbreak)*

# 04

## Winter time **opportunities**

Take the opportunity from the Winter time:

- To grow inside (because our world will never be better than our inner work).
- To fine tune your business (because we oversee the mistakes in our business in the summer times).
- To understand the world need this. Our Ego and Money can't save us now, we need to build our business with our Heart and our Soul.

# 05

## Not winning **isn't losing**

*"Sometimes, you don't have to win.  
You cannot win.  
But that has nothing to do  
with losing."*

*- Rickson Gracie*



# 06

## Difficult times **pass**

Tough people last.

We can see a problem as a problem, or as an opportunity.

# 07

## **Authenticity**

I don't care about your cold calls.

I don't care about your selfies.

I don't care about your template used advertising efforts.

I truly care about your authentic value adding efforts.

Start showing the world who you are, and you will attract your clients.

## 08

## 5 ideas for small business owners to consider **during difficult times**

### 1. **The world has quickly moved to a remote office system.**

Employees began to work remotely from home. Meetings have been changed from one-on-one to online sessions.

Now is the perfect time to start incorporating some of these tools and methods.

Problems always create opportunities.

Consider the following:

- Zoom meetings to replace a one-on-one meeting. This is an excellent temporary solution and works well for quick meetings overall.
- Switch your accounting software to an online accounting version.
- Change Cloud-based network storage.

### 2. **Have a morning routine that creates a strong inner self.** The stronger and more mature in the inside, the more stunning the outside results.

### 3. **Strong business builders have been created and moulded in hard times.** If it was easy, everyone would be an entrepreneur.

### 4. **It's never been this important to be fully aware of your Ikigai.**

When we focus less on the world around us and authentically focus on our true passion and purpose in life, we tend to be fearless about the worldly things.

Start building a business with less mindset (this tends to be run by our EGO) and start building a business with your heart and soul. It's in this place that we will find our Ikigai as well.

### 5. **Keep adding value.** Don't let the fear of the unknown paralyze you. It's in stressful times that we need to 10x our marketing, and more importantly, the value that we add.

Generosity breeds abundance.



## 09

## 3 ideas for small business owners to consider **during difficult times**

### 1. Cash is crucial in difficult times.

You need enough cash available to carry you through difficult times. A few suggestions to do:

- Collect the outstanding accounts receivables of your business. Spend intense time on this.
- Contact your bank manager to discuss credit options to carry you through this time.
- Explore products like invoice discounting, invoice factoring or merchant cash advances. This product assists you to raise instant cash on actual invoices issued to clients. This is my favourite finance method, as you only raise funds on actual assets (outstanding debtors) and cannot overexpose yourself very easily.

Read more on this method of finance:

### 2. Take absolute personal responsibility of your finances.

By taking absolute personal responsibility of your finance you need to have a daily report, which is real- time and accurate, of the following items:

- Accounts receivable
- Accounts payable
- Cash in the bank
- Inventory and/or work in progress

You need be able to accurately and intensely budget and plan in the months to come.

Find your Gift Pack for entrepreneurs 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 9,000 for 3 – Months FREE accounting services)

### **3. Take your business online.**

I have been building, together with an amazing partner, a completely online business over the last 6 years. This has been built as a part-time business for the most part. Working on it between 4am and 6am in the morning.

Now is the time to take a portion of your business online. It's in difficult times, that we need to change our thinking and challenge our perspective of our business.

Most businesses can do some form of online portion to their business.

If you need any assistance in this process, feel free to contact Lead Optimizers through the website:



# 10

It is important to **work deeply** in the following **core areas**

## Mindset

Believe that you can achieve

## Heart

Forgive the unforgiven and become deliberately grateful

## Health

Become as fit as a pro athlete and eat as lean as possible

## Soul

Connect with a higher power and find your Ikigai

# 11

In a world where nobody says **"please"** and **"thank you"**, be the change

Please say: **I respect you.**

Thank you say: **I appreciate you.**

Game changing in our personal and professional life.

# 12

**Focus more on yourself** and **adding value** to the lives of people around you

Forget about your competition or the economy, and start creating your own economy and reality.

DANKE!  
THANK YOU!  
MERCI!  
GRAZIE!  
GRACIAS!  
DANK JE WEL!



# 13

## Now is the **time to shine**

It's your time to be an instrument of service.

**Employers:** Be loyal to your employees and appreciate their extra efforts during this time.

**Employees:** Appreciate this loyalty, and don't take it for granted. It is your time to shine. It's a tough time for your employer.

**Bonus tip: Be the most valuable employee. When all else fails, YOU MUST be the irreplaceable one. The one the employer will take to war.**

**Entrepreneur:** Provide massive value to your clients and community. Now is the time to show clients, it's not just about the money. Generosity breeds abundance.

*(Written during the time of COVID-19 Lockdown)*

# 14

## **Covid-19 causes fear and confusion** inside and around us, but lets not take our eyes of **what really matters**

We will never rise any higher than our inner work.

- C** Consistency
- O** Opportunity
- V** Vision (follow you Ikigai)
- I** Instrument of service
- D** Daily gratitude

**19 - Joshua 1:9:** "Have I not commanded you? Be strong and courageous. Do not be frightened, and do not be dismayed, for the Lord your God is with you wherever you go."

*(Written during the time of COVID-19 Lockdown)*

15

## What is **more important**

Ask less for likes on your Facebook page and merely start adding value.  
Less short term gains and more long game value.  
Abundance flows from generosity.

16

## Your **true colours** shows in **times of crisis**

During a crisis, true personalities are shown.  
The mask of fake persona falls off.  
How does your inner world reflect to the outer world currently?

17

## We see the world not as it is **but as we are**

We see the world not as it is, but through the filters of our own eyes and subconscious thoughts that has been programmed over periods in time.

18

## Be in the business of **helping others**

Anyone can, because we all have something to offer the world.  
The more people we assist, by living our #ikigai, the more we open our own abundance.



# 19

## Regret and fear

*"We crucify ourselves between two thieves: regret for yesterday and the fear of tomorrow."*

- *Fulton Oursler*

Worrying and focusing on negative circumstances will not improve you as a person.

Focus on your improvement and knowledge and YOUR life.

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 OWN reality.

# 20

## Knowledge is profit

Knowledge and learning are not only power, it's profit.

Profit in our business and your life.

# 21

## Living a life **that you adore**

When we explore and potentially find our ikigai, we start living for something bigger than ourselves.

Then work and play, becomes fun and enjoyed in harmony.

In a world where we understand that All is important, and both are fun.

# 22

## **Nothing is an accident,** it's all part of living in the magic

Everything happening to us are meant to cross our path (for some reason).

Be open to the opportunity.

23

## **Marketing is less about chasing and more about attracting**

Make a swift today to be massively generous in adding value and stop chasing potential clients.

You are unique. Start showing your authentic self to the world.  
You will attract YOUR client.

Contact us if you need assistance:

24

## **Giving and receiving**

The more I give, the more I receive.  
Whatever I do, I will receive in abundance.

25

## **4 Step formula to life in the magic and get from life what you want**

*(Learned from Ian Lopatin, Founder of Spiritual Gangster)*

1. Figure out what you want and write it down.
2. Figure out someone else who wants the same things or likes it.
3. Strategically help that other person to get what he/she wants. Take him/her to lunch or coffee. Figure out how you can help them.
4. Feel great about helping others. We have to give, before we can receive.

Make a list of the people you want to meet. Be open to it.  
Sometimes it may take a week. Sometimes a year or two.

26

## Your story about your reality, **becomes your reality**

If you think people take advantage of you, you take advantage of people on some level. Full stop.

If this is your reality, change this today.

Your story about your reality, becomes your reality.

Be conscious about every thought you think, word you speak and action that you do.

27

## **Pouching clients**

Pouching clients from related businesses or individuals, may provide short term satisfaction and let you feel like a winner, but we can't build a sustainable business on that karma.

Stay in your authentic lane and attract those to be attracted.

28

## Focus on your **inner peace**

*"Do not let the behaviour of others destroy your inner peace."*

- [Dalai Lama](#)

In this current situation, where most are freaked out, this quote is a reminder to focus deeply within ourselves.

The stronger our inner world, the better our ability to overcome the storms of the outer world.



29

## We can't build a business alone

It is important to surround ourselves with a dream team.

A dream team of employees, outsourced individuals, suppliers and other business associates.

Work ON the business, and not IN the business.

30

## Let's be conscious

In an ever-changing world, which will never again be the same as we know it, we have two options:

01

Be consumed  
with the drama

OR

02

Do the hard work  
inside of ourselves

We can't live in a world of abundance when we are consumed with all the drama.

Yes, I do believe COVID-19 is an economic drive, way more than a medical situation.

Yes, I do believe that we can be smiling, because everything is working out exactly as the Bible are telling us it will happen.

We can't control any of this, but we can control how to react to all of this.

May we not be tempted by the drama of the world to forget the blessings of internal peace and strength.

We hold the power to create a world of abundance, but need to focus on our internal self.

There might be a current lack in the material world, but there will never be a lack in the spiritual universe.

Believe and acting in a way that you believe you are surrounded by miracles and abundance.

We attract our every thought we think, every word we speak and every action that we do. Let's be conscious.

31

## Wherever you are, is exactly **where you are supposed to be**

Start making a difference around you, and see miracles unfold in front of your eyes.

32

## **Choose to live life in abundance**

When we choose to daily improve ourselves through personal development and our professional capabilities, we open up a new world of opportunities in our life.

No political party or “pandemic” will influence your life, if you choose that.

We cannot control politics, “pandemics” or many other things, BUT we can control our OWN surroundings.

- Want a better life, change it. Change your habits, and your life will change. Success favours the consistent.
- Want a better income, let go of limiting believes about money. We all deserve it in abundance.
- Spend a lot less time (or NONE) on politics and social media propaganda. I’ve seen so many people daily feed their sub-conscious mind all these propaganda and negative talk.

We can’t have a life in abundance when our sub-conscious mind are programmed differently.

My wish for you from tomorrow is to only have conversations about abundance. Only consume content which will put you in that frame of mind.

## 33

## 4 game changing ideas for business owners, to live a life that you adore

### 1. Focus on another reality.

Be much less concerned about the political parties or propaganda. It has been and always will be there, but we cannot change this.

But we can change ourselves.

We see the world and our country, through the filters that has been sub-consciously covering our eyes.

We see the world not as it is, but as we are.

The reality is, we will never change our outer results, before we do deep inner work.

Our inner work will always reflect in our personal life and our business.

### Massive challenge:

#### For the next 30 days, fast on all social media and news.

Focus on journaling and do deep inner work.

You will be amazed, beyond compare, of the results.

### 2. Be the change.

Be the kindest person that you know.

Wherever I go, I share kindness and fist bumps.

It's amazing how someone's face and attitude changes when you, out of the blue, bring out your fist for a fist bump.

Let's share the magic of kindness together.

### 3. Every thought, word and action.

I am more and more consciously aware of every thought, every word and every action that I do.

Every single one of these mentioned, influences our sub-conscious, and in return create our reality.

We attract who we are and what we become.

*"Beware the stories you read or tell; subtly at night, beneath the water of consciousness; they are altering your world."*

- Ben Okri

#### 4. Don't be afraid of the darkness of the economy.

*"Character, like a photograph, develops in darkness."*

- Yousuf Karsh

*"When it's dark enough, you can see the stars."*

- Ralph Waldo Emerson

We will always experience summer and winter seasons in business and in life. We cannot change this.

Enjoy the summers and understand that the winter are for us to work on ourselves and our business.

It is in winter times of our business that we fine tune the errors, because it was not so apparent in the summer.

In the summer money flow and we forget about the small, yet important little things.

## 34

### 4 game changing ideas for business owners, to live a life that you adore

#### 1. Be generous.

We create a life and word of magic by being generous.

Generosity don't necessarily have to be of monetary value.

We can be generous in all kind of ways.

Bless people with kindness.

Share value and knowledge.

Support or sponsor something close to your heart.

By being generous we provide a massive flow of energy that will light up the country.

Start small, but I want to suggest, start today.

#### 2. Ego is the enemy.

One thing of us, as South Africans, our egos are massive.

Our egos are marinated in arrogance and know-it-all behaviour.

One thing martial arts taught me. Whenever my ego become larger than me, you struggle to learn and grow in the sport.

Once we let go of the ego, we start to learn and grow at a fast pace. Let's all start thinking less with our head and follow our heart and soul.

### 3. Support local businesses.

One thing I love doing when going away for a weekend or vacation, I try to support the smaller business in big way.

Eat at the local restaurants.

Visit the local grocery stores.

It's a massive contribution to small business owners.

Start supporting your friend and other business associates.

I often see people want to overlook the small businesses or the business of friends and associations.

On this point. If you did not notice yet.

**We have a free gift pack to entrepreneur to the current value of R 57,000.**

We created this gift pack for two reasons:

- To assist entrepreneurs to provide their value on their niche to other entrepreneurs.
- To support each other as business associates.

Follow the link below to activate your FREE Gift Pack:

### 4. Don't be stuck in old ways

There is a saying: *You don't push a boulder uphill just because you can.*

We are in a new season and economy.

Many of the businesses that used to be in demand, are irrelevant today.

In the same breath, new exiting opportunities become available daily.

The question is, are we open to new opportunities or are we stuck in our old ways of doing things?



## 35

## Overcome **old habits**

I noticed this morning was day 66 of me posting a daily entrepreneur thought, and it reminded me of my interview on North West FM. In this interview I explain why we don't follow through on our new year's resolutions. Why we cannot seem to overcome old habits.

It takes 21 days for us to break down old habits, but 66 days to be on the point of automaticity.

It is at this point it becomes easier to do the new habit, than the old habit.

Once we become aware that this is a difficult process (and most of the time, need assistance), we can fully reach our new habit and reality.



PLANNER

# 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

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(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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