



WHY BE ENTREPRENEURIAL?

They often say when the going gets tough, the tough get going. But how do the tough ones succeed and prosper? Perhaps it is a matter of making wise decisions and looking at the long term future. Deep down, perhaps, we may find it is a matter of entrepreneurial flair.

Doesn't matter if you work for your self or for others, you can still have entrepreneurial flair. Entrepreneurs tend to be achievement oriented, driven, charismatic and honest. Entrepreneurs are passionate about the work they do and continually strive to improve what they do. If they are in a position to do so, entrepreneurs will appoint people who are smarter than themselves, resource them well and heed their advice. As many entrepreneurs have had multiple businesses (either concurrently or consecutively), they have had the opportunity to develop their business skills. Often, they have had their first business as a young teenager. Some have also grown up around other entrepreneurs and have had the opportunity to learn from them.

Entrepreneurship can be summed up through four key qualities:

- An opportunity focus: This quality involves taking a proactive approach to seeking out new opportunities to set up a business, or to extend it into new areas. This is the source of the business itself.
- Dedication and persistence: This quality reflects the lead entrepreneur's staying power. Consequently, it is the source of the business' continuity over time.
- Integrity and best practice: This quality reflects the customer's need to receive good quality, reliable service. To the extent that the entrepreneur can be trusted, customers are willing to return in future and tell others good things about the business. This quality is thus the source of repeat business.
- Business acumen: When an entrepreneur displays business acumen, the entrepreneur knows how to structure the business, structure deals and set fees in a way that is financially rewarding. This quality is thus the source of financial success.

So, why be entrepreneurial? By focusing on opportunities, doing the best you can, staying with the source of your passion and developing your business skills, you are positioning yourself to succeed, not just today, but for the years ahead too. The [PROFESSIONAL PRACTICE PROGRAM](#) seminars is a practical course to show you how to set up, run and grow a business, entrepreneurially.

Come rain or shine, you too can succeed and prosper. So, what are you doing to be entrepreneurial today?

OUR MISSION

To provide a professional service, using best practices.

OUR MOTTO

- Be Proactive.
- Take Charge of Your Career.
- Look After Your Health.



*New
opportunities*

PPP®: \$330 per calendar year.

SEMINARS OF THE FUTURE®: \$330 per calendar year.

We are bringing our newsletters to the electronic age. Please email us if you would like to receive CQ® and HQ® electronically. We also welcome your opinions, comments, thoughts, reflections and feedback on this and future issues of both newsletters.

You can book your place in one or more of our programs by completing the application form (see accompanying HQ®) or by downloading the application form from our website.

DIARY DATES FOR 2015

FOOD FOR THOUGHT

Many of us understand the financial imperative to live within our means, keep emergency cash reserves and set aside funds for investing. Yet, what we know cognitively may be very different from how we live our lives. We may take on too much risk and leave ourselves financially stretched. We may be complacent about our income and wonder why we don't have the funds to pay for unplanned expenses. Or, we may invest in opportunities that take our wealth backwards.

I can therefore thoroughly recommend Cashflow 101 or its online counterpart. In each game, we take on a different persona, each with their own earnings and expenditures. The game provides a range of investment opportunities, only some of which help you meet the game's objective. It is up to you to determine which of those deals to take. You therefore learn a great deal about financing, budgeting and investment whilst having fun. In turn, the principles you learn can be well-applied to grow your own wealth. So, what are you doing to build your wealth today?

RECOMMENDED READING

For those interested in investing in real estate, I can thoroughly recommend Keller's *The Millionaire Real Estate Investor* and Egan's *The Power of Real Estate Investing*.

Both books will provide great insights into the real estate world, along with some sound investment strategies. Both books are available on kindle, so you could dip into the books anywhere, anytime. Perhaps even when waiting in bank queues.

CONSULTING HOURS

Rachel is available for consultation on Mondays, Fridays and Sundays. Her colleagues are available by appointment. We are open every day except 1st January, Good Friday and 25th December each year.

LIBRARY HOUR

The **RACHEL ABRAMSON & ASSOCIATES** library is open following our **SEMINARS OF THE FUTURE**[®] and **PPP**[®] seminars. It is also open by appointment.

Monday's **PPP**[®], Year 1, 6.00-8.00 pm

- 4 May Setting Up Your Business: What You Need to Know
- 18 May Handling the Paperwork, including the GST
- 1 June Processes and Procedures that Work
- 15 June Determining Your Price and Fee Setting
- 6 July Budgets and Cash Flows
- 3 Aug Marketing Your Business: Your Product
- 7 Sept Marketing Your Business: Promotion Strategies that Work
- 5 Oct Marketing Your Business: Getting Your Image Right
- 2 Nov Marketing Your Business: Alternate Places for Your Product
- 7 Dec Marketing Your Business: Databases for Your Business

The **SEMINARS OF THE FUTURE**[®] will be held in May and September in 2015. You can mix and match the three days, according to your diary. As always, our **SEMINARS OF THE FUTURE**[®] will provide you the most up-to-date career food for thought.

Day 1: 11 May or 11 September

- 10.00 Reinventing Your SELF — Positioning Your Career for Today and Tomorrow
- 11.15 Who am I? Who do I wanna be? Bridging the gap
- 02.00 Knowing your strengths, merits and true worth
- 03.15 Arming your self through C.V., letters, emails, flyers, FAQs, articles and more

Day 2: 18 May or 18 September

- 10.00 Reinventing Your Career TRAJECTORY — Novel Ways to Grow Your Career
- 11.15 Bypassing discrimination (gender, age, race, religion, etc.)
- 02.00 To developing employment appeal
- 03.15 How to use backups to enhance your employment appeal

Day 3: 25 May or 25 September

- 10.00 Reinventing Your FUTURE — How to Build Your Profile
- 11.15 How to make LinkedIn, Facebook, Twitter, U-tube, signature files and etc work for you
- 02.00 Going beyond social media in a world of three-second bytes
- 03.15 To position your self for the next decade