



**Get Your Mind Right
(10 points to your
business mind)**

GUGU MKHULISI

Dedication

This book is dedicated to my grandmother, Christinah Ndlangamandla (née Makhanya), my mother Nonhlanhla Ndlangamandla and all the hardworking women who make things happen for their families.

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1

Everyone has the same 24 hours

We all have 24 hours in a day; Graca Machel, Silvia Mthethwa and Teresa Kachindamoto have the same amount of time that Winnie Mandela, Queen Gwamile and Miriam Makeba had.

What separates anyone from these women is your mindset, set them up for success.

Set your mind to success, be determined to succeed and you will.

2

Start now.

It's always the same excuse, but “now isn't the time,” for “I do not have enough money and skills to start,” and my favorite, “I am too busy with other things to start now.”

No amount of time, money or distractions can come between you and your dreams. When you are ready to start that business, start.

Forget the formal education and business plans - you will never be prepared enough for the challenges that business people face - start now and you will learn everything along the way.

3

Solve a problem.

It is easy to get carried away with trends of what a lot of people want.

Know that trends come and go,
That easily.

Instead of setting up a business to keep up with trends, (unless you can really keep up), set up a business that will solve an existing problem. .

There is scarcity in food delivery services in Africa.

There are barely jeans that fit short people and you can barely fit anything in the pockets of women's clothes.

All these are examples of problems that nobody is fixing.

So look for a gap in your area and create a business that solves these instead of replicating what already exists.

Going into business with a problem solving mentality will also keep you going when cash flow problems arise.

4

Fear no competition.

Tiwa Savage, Busiswa, Sho Madjozi and Kekotown are all doing great in the music industry. The presence of other musicians in the industry is not enough to stop them from bringing their crafts into the industry.

NOT ENOUGH!

They create music that sets them apart from the rest.

Similarly, if you enter an already saturated industry, make sure that you have something that sets you apart from your competition.

5

Know your market.

Before you go out and spend money or energy on products, identify your market. That is, identify your clientele. The last thing you want to do is waste your capital on products that nobody needs or sees the need for.

Do market research, communicate with your customers so that you are ready to create products that directly serve the needs of your market.

6

Do it yourself.

It is so easy to get carried away by the excitement of starting a business - hiring others, bringing your unemployed friends and family aboard and so on.

Do not hire others or teach others your craft before you become an expert (by yourself). The African in me cringed after typing that out because we are raised to consider everyone else before ourselves.

The truth is that until your business is solid, current bank balance can sustain the business for a while (6 months - 1 year) without any income, you cannot afford to hire anyone or withstand any competition.

7

Schmooney:

When it comes to money, you do not have friends or family.

Let me rephrase that, money sees no friends or family.

Most businesses fail because of money so get into the habit of investing your profits into the business or expansion of the business. Get into the habit of investing rather than saving, investments can yield more income and savings keep the same amount of money. Surely, you are not getting into business to maintain the same bank balance.

Contrary to popular belief, financial capital is not the core of the business. You do not need millions to start a business, the little that you have will expand to fuel further growth but start with the little that you have.

8

Dream big.

I will begin this with a cliché statement, “there is no such thing as a dream that is too big.”

I am pretty sure that every innovator doubted their work at some point, it is part of the struggle.

Use every no you hear to fuel you.

At first, your product will not make sense to many people, which is fine because your product will serve a specific market. When your market is satisfied, more people will start to see the need for it.

Overall, do not be afraid to dream big in creating your product, it will always attract the right people.

9

Connections & Networking.

Unfortunately, many people believe that in order to start a business, you have to have a large network of people to work with.

Let your product build your network for you. Luckily, we have Facebook markets, Instagram stores and Twitter to help create a network, not limited to people around you.

Use hashtags, follow pages with the same vision, follow potential collaborators, shoot your business shots, keep engaging with your social media followers and your network will grow and be strong.

10

Legalities.

I saved the boring but most important part of business for last.

PLEASE (for the love of your Creator) ensure that your products are legal to trade. Register your business, pay your taxes, report your income and most importantly, **ONLY** provide services that are legal. When trading across borders, ensure that you know about legalities in the destination as well.

Also ensure that you meet health and safety precautions of your particular trade, the last thing you need is to discover that you have been putting people in danger with your products.