

# Awesome Business Thinking for Fun, Money & Getting More Done!



**Developed and Presented By:**  
Edward Zia – Marketing Mentor and Blogger



# Thank You From Edward Zia!



- Marketing Mentor and I love working with Small Business Owners.
- Blogger, Business Networking Leader, on Several Boards, Mentor University Students and Educate Globally.





# Our Heroic Guest Jude Dowsett

- Jude Dowsett is a Success & Happiness Mentor working with Business Owners and High Powered Employees.
- With decades of Business Management, Natural Therapies and Advanced Thinking Strategies we are lucky to have her join us for this Webinar.



# Educational Advice, Accreditation & IP

- As a Marketing Mentor and Certified Practising Marketer it holds myself and my business to the highest ethical and personal development standards of my industry.
- The Information Content in this Presentation is of General Advice and Education only and is not intended to constitute personal advice (for that please contact me for Personal Sales & Marketing Mentoring).
- All materials are Developed, Produced and Originally Marketed by Edward Zia of Excellence Above.
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**Planning &  
Strategy**

**Small Business  
Sales & Marketing!**





# The Awesome Point and Learning Objectives

- Deliver you Awesome Content, Talk “Reality” and Deliver Facts!
- Teach you Profitable, Proven Sales & Marketing Strategies.
- Give you the lot without holding anything back. Integrity is critical to me and I want to prove that 😊
- I am here for you beyond the Webinar if you need more!



# Overwhelm & One Step at a Time!

- Take it slow and one step at a time!
- If you feel confused that's great, because you are about to learn something new!
- Don't worry about learning EVERYTHING – take away what works for you!





# Successful marketers and going hard!

- Small business marketing in simple terms is all about “making your business more awesome, helping people find it, selling, looking after clients and selling more!”
- Rosie the Riveter always knows best!





# Going Back to Where it All Began...

- “Business Mindset” is really a field of psychology concerning how ones thinks in terms of “Business”.
- It really took off in the 1980’s with people like Tony Robbins, Jim Rohn and even gets commentary today by Dr. Phil.



# Going Back to Where it All Began...

- Unfortunately for the industry, a lot of “Charlatans” came up with their “Motivational Seminars” created an reasonable sense of distrust.
- There are some amazing strategies however and the successful ethical players teach it with reason and respect.



# Talking Reality in Today's World

- 2014 for example was a very tough year for life in Australia. Unemployment was high, costs have risen, property is on the rise and we had the unfortunate Martin Place Tragedy with the dangers of Radical Islam & Terrorism.
- We live in a very different world compared to the “Punch Your Hand in the Air” 90’s and we talk about this in terms of reality and cutting to the chase.





# Before we hand it over it to Jude...

- Business Mindset, Thinking, Fun & Money can be easy when you are succeeding.
- The true challenge is getting yourself “In the Zone” when you don’t feel like it.
- I have lived a very hard life compared to many (as has Jude) and to me this is all about creating a “Robust Pattern of Thinking” that is aligned to profitable performance.



# Business Thinking for Money

- Money is a very touchy issue for a lot of people. It is such an emotive topic that we hold so many beliefs and values about where some serve us well whilst others hold us back.
- An example of this was when my Hairdresser was talking about money to me saying “I don’t ever want to earn that much, only enough to get by because I have seen what money does - it splits up families just like it did mine!”
- So as you can see, money is very emotive for this person and he is thinking if I make a lot of money my family will split up (so he will most likely earn barely enough pay his bills).



# Money Only Has the Meaning YOU Give It.

- What usually is true is lack of money actually splits up families (speak to any Family Law Solicitor and ask them).
- I have found that with my clients when it comes to relationships, people often fight about lack of money and raising the kids.
- The truth is that Money is neither good or Evil - money is just money like bread. People are the ones that control how money is used and it is their values that drive how it is going to be channeled in this world.





# Scarcity Versus Abundance

- A knife can be used to stab someone or slice bread, it is the values of the person wielding the knife and their intention that is making it good or evil.
- Scarcity driven thinking is I either have a lot of money or a family.
- Abundance thinking is I can have both, I can earn a lot of money and have a close knit family. How do I have both?



# Changing Your Belief's Around Money

- I had to learn Great Money Thinking the hard way.
- I have had many Businesses and still ended up Bankrupt all because I had a “Poverty Thinking” mindset around money and one of my own beliefs was that is was hard to earn (hence that is exactly what I created).
- Be Honest about how you feel about money any negative emotions or thoughts around this topic. Deal with them or get help dealing with them once and for all.



# Be A Great Money Manager

- Become a great Money Manager, what ever money you have large or small, it is so surprising how many Business owners don't know what is coming in to their accounts and what is going out or even have a money plan.





# Great Money Thinking Wrap -Up

- Know daily, monthly, yearly what you need to be earning to be in profit.
- Get a great Bookkeeper and Business Accountant to keep you on track.
- Think beyond yourself and choose where you want to contribute to the world.
- For example, this Year I am helping our son Tristan buy goats for people in third world countries to feed themselves and earn money selling the Milk.



# Business Thinking for Fun

- You need to LOVE your Business.
- If you don't who will, you need to do what ever it takes to do this other wise you will just end up in a world of pain.
- When you don't love your Business it is unsustainable! it has to be more then doing it for the MONEY.
- Think about if you had your Ultimate Business what would it be like? What would you be doing? How would you be spending your time in your Business?



# Capture it!

- Then write it all down.
- I know first hand the power of this.
- 3 years ago I wrote down my Ultimate Business exactly What I wanted to be doing.
- I did a 1 year, 3 year and 5 year plan. I am now living my 5 Year Plan which is 2 years earlier then I created.





# Business Thinking for Fun

- This happened because I knew what I wanted, I kept writing it all down which kept me focused.
- By continually programing my sub-conscious mind to where I was heading in my Business - I reached my Goals quicker, life became a hell of a lot more fun!



# Business Thinking for Fun

- We spend so much time in our Business the more fun we can create in it the happier we are, the better we can sell our Product or Services, we are more willing to do what it takes to create what we want.
- For example, this is me in Telstra (love or hate Telstra) I was charging my phone and had the best fun experience.



# Business Thinking for Fun

- Fun is so subjective.
- What I think is fun and what you think is fun could be planets apart.
- Weave fun into your Business, when I go for a Coffee Chat I take one of these flowers, people love them and one of my clients children stole it from her hand bag and sleeps with it because it makes him happy.





# So Where is The Fun In Your Business?

- The Biggest tip is “How is Your Business fun to you?”
- Where can you ramp it up?
- What jobs in your business don't you like? How can you turn it around? E.g If you cold call and hate it reward yourself and make it a game.



# Getting More Done!

- We have only 24 hours in the day.
- Learning to prioritise your time and use it effectively leads to less stress an improved quality of life and feeling like you are flowing with life rather than fighting with it.
- Whether it is Life or Business it is the same.



# Getting More Done!

- Up until last year (2014) I was a single mum running my Business, 4Networking Leader and still studying. I needed to be focused and to make the best use of my time.
- I knew I was a great Technician of my Craft, I also knew my Marketing and Sales needed help and Hired Edward (Who is now my Fiancé).
- He did a Brilliant job because I have a Business I love that is growing and a gorgeous husband to be.





# Getting More Done!

- Often when most people open a Business they are sick of working for someone else – but they are a great Technician but have little or no Business Skills (let alone an Entrepreneur Mindset).
- They then run their Business still with an Employees Mindset. Meaning they think “I will do everything myself and I will do it better”.



# What is an Entrepreneur?

- **Wikipedia:** Successful entrepreneurs have the ability to lead a business in a positive direction by proper planning, to adapt to changing environments and understand their own strengths and weakness.



# Entrepreneur Skill Set.

- **Wikipedia:** The entrepreneur is commonly seen as an innovator — a generator of new ideas and business processes. Management skill and strong team building abilities are often perceived as essential leadership attributes for successful entrepreneurs. Political economist Robert Reich considers leadership, management ability, and team-building to be essential qualities of an entrepreneur.





# Jude's Entrepreneur Wrap-Up!

- An Entrepreneur is a Business Leader, they have processes, they plan, they know their strengths and weaknesses and they Manage themselves and other people effectively.
- They choose to continue to evolve in their thinking and practical application. One of the reason's among many that I was attracted to Mr Edward Zia.



# How is this linked to getting more done?

- You don't do everything yourself. Delegate to the right people saves you time and money and lets you do what you do best. E.g. Bookkeeper, Accountant, Marketing Mentor even house keeper.
- Know what you are good at and become a leader, find your own groove and focus all your energy on that.



# Plan To Succeed!

- Do your KPI's, then you know what you need to do every day.
- This deals with Procrastination, Overwhelm and Frustration.
- Do your 30, 60 and 90 day action plan.
- Do your 1, 3 and 5 year Goals and review them every Quarter.





# Why Plan To Succeed?

- When you do these things it programs your sub-conscious, which is the power house of your mind, to where you are headed in your Business and Life.
- Your sub-conscious mind works 24/7 and try's to get you to your destination as fast as possible. This then leads to less stress, improves the quality of your life and helps you get more done.



# Jude's Wrap-up For Money, Fun & Getting More Done

- Love your Business and what you do.
- Know what you are good at and delegate as soon as you can.
- Inject fun where ever you can in your Business so you can sustain it.
- Know where you are heading with your Ultimate Business, write it all down and get Help.



# Edward's Closing Remarks

1. The Modern Day is Way Together than the 90s.
2. You need to be Positive & Realistic & Cautious.
3. Really think through decisions from a pragmatic viewpoint.
4. Really take on what Jude is saying and how to apply it to you.
5. Accept your Weaknesses and LOVE WHY YOU ARE AWESOME!
6. Do something about it – if you got a problem fix it, if you have an opportunity take it.
7. What are you waiting for? Get too it Awesome Friends!





# Get Planning and Go for it!

- All you need to do is take ONE GREAT IDEA and do it tomorrow and it can make the massive difference.
- Awesome Results come from Awesome Action so make your first move.

<b>URGENT</b> Within 30 Days	<b>SORT OF URGENT</b> Within 60 Days
<b>IMPORTANT &amp; COMING</b> Within 90 Days	<b>NICE IDEA, ONE DAY!</b> 90 Days & Beyond



# Thank you from Edward Zia!

- I appreciate your attention and I trust you enjoyed the materials on the house
- I would love to take things further, so feel free to join my Online Course or contact me if you would like more Assistance!
- [www.excellenceabove.com.au](http://www.excellenceabove.com.au)
- [edward@excellenceabove.com.au](mailto:edward@excellenceabove.com.au)
- [jude@heyhappyjude.com.au](mailto:jude@heyhappyjude.com.au)

