

Success Secrets for Entrepreneurs

Hi I am Dulci Brito and I am really delighted that you are here to learn about my **10 Success Secrets** for entrepreneurial women.

You are about to learn simple strategies to build your business to increase your income, gain more free time and enjoy life.

So whether you are a home based mom with a family or a single gal, maybe you are a new business owner or maybe you have been in business for years, or you someone leaving the corporate world for good this e-course is for you.

You are going to discover why you don't need a lot of money to get started or grow your business.

- What your most valuable truly asset is and everyone has it.
- 3 Keys to generating large amounts of income quickly.
- How to move through fear and into the faith you need to pursue your dream.

The mistake most women make when starting a business. and 3 ways to be entrepreneurial with your career even if you are still an employee and ten secrets for entrepreneurial women and I want you know that if you like these tips please visit my website at dulcibrito.co.za to see all my resources 4 you to help you build your business and live an extraordinary life.

But first I want to share with you a little bit where I'm coming from. I am not some know it all business or financial expert coming down for the mountain saying that I know it all and in fact I never knew nothing about business at all, let alone being successful about it when I started my cool venture in coaching.

Basically I had switched job to job ever since school. I went through about 5 jobs, by the time I was working at a retail outlet. I finally realized I just wasn't going to find a job that was going to make me happy. I had to make myself happy and work for myself. Now I didn't know how I was going to do this, but I knew I had some skills from the jobs that I had and I was smart enough to know that I can never rely on my bosses to care about my growth it was really up to me.

So I'd ask some questions. I'd learn about how we did work for our clients. I even started taking some courses out of my job with the little money that I had.

I went to the library, got some books and some audios on business and marketing and kind of just got the basics to get started and I quit my job.

Now I don't recommend doing what I did, I had no plan b I had cash put away. In fact I had terrible credit at the time too and I was terrified, but I was at one of those places in my life that you can probably relate to this. It was more painful to stay where I was than to risk everything and move forward, and oh did I make a leap.

Oh I didn't know about anything about getting clients, but I did know that I needed to get out there and network.

So that was my first step. I got out there to network

I joined all kinds of networking groups and meetings.

I had a nice time meeting new people, and I didn't know how to convert those people into clients that would pay me. So my next step was I got a computer and I was living in a tiny one bedroom apartment and it was a six floor walk up.

Now those of you who, are not city people that means you walk up, there is no elevator. So if your day doesn't suck enough already you have to come home and climb 6 flights of steps and get into your little apartment.

And it's funny because I was thinking the other day the house that I'm in right now that I'm recording is amazing. I was excited you know to start that business and have that little computer on my kitchen table. Now I realized I could start using the internet for business and that was exciting for me. I became a certified life coach and I started with an email

letter because I didn't have money to build a website or any other kind of marketing. That was a great place for me to start.

So I started this little email newsletter that gave some tips on what I knew which was marketing communication for clients. Ideally at that time I wanted to get jobs writing brochures, marketing and websites for clients. So I offered information in that area, in the newsletter or ezine as we call it. And then I had a little paragraph about my business. I started with a list of about 15 people which included my family and from there I just kept sending out emails once a week. For the first few weeks nothing happened. It was good for me to organize my thoughts and realize how much I knew.

Then I started getting requests from people saying, "Hey" Dulci, my friend or colleague forwarded me your email and I would like to get on your list too.

Then people started saying hey, "Dulci," I like your advice on these tips that you are sending out.

I would like to get a quote from you for doing a newsletter for my business or a brochure, come in and tell us what you can do for our email ezines. I started getting business and then my business started growing. My friend then asked me hey Dulci what's going on here, we know you are getting clients and you are wearing nicer clothes. So what's going on? You could tell something's working. And I told them you know you guys have to start one of these email things, and they said well can you please teach us how?.

So I started to write articles about it with just a few tips that I had learned along the way and then I started to write a book. I always wanted to write a book. I learned that I didn't need to go to publish a book. I could do what was called a ebook and sell it online digitally and it cost me nothing to do.

So I put up a webpage, I put up that little ebook for sale for \$49 and I'll never forget that moment, my heart was beating so fast when I sent out that email to my list.

Seeing if they wanted to buy it and they did .

Sales came in, and not only did they come in but because I had learned to hook up my sales to my bank account. And I did everything step by step that I learned.

I had money in my bank account and I wasn't working at that moment.

I realized that's what they talk about passive income. That day I really started to get excited about learning to use leverage income in my business.

I started to learn about everything I could about information marketing using the internet direct mail direct marketing everything I just socked it up and implemented everything I could that would take me to the next level.

Interestingly enough the more success I stepped into the more women started coming to me saying can you show me what you are doing?

Can you please teach me how to do this?

Do you have a course on this?

Can you please coach me on this or do you have a workshop on this?

And the rest they say is history and forward to today. I have to share that I have made most of my dreams come true.

What I love best is spending my time teaching women like you how to create the business you want.

Every woman wants an extraordinary life and a life designed around their values, freedom and family.

Whatever is important to you. So whether you just want to make a little bit of extra cash each month or build an international empire. I am here to help you. And on this transcript I'll be sharing with you those 10 best success secrets.

Now some of the tips are very practical. They'll make sense immediately and you can implement them right away. I want to warn you that some of them will require a complete shift on how you think. What we call your mindset and I include these because not only are they critical, but my students tell me one of the things they love most about learning from me is my blend of attraction and action.

You can meditate and think right all day and say affirmations 100 times but if that's all you do you won't move anywhere.

On the other hand maybe you are busy all day, you are running around and you are working so hard and you are spinning your wheels and you seem like you are getting nowhere.

Success is a combination of thinking the right way and doing the right thing and you need both. You can't do one without the other. When I was learning about business and success I found out so many people paid attention to either one side or the other. They go together and the good news is you are in the right place.

If you would like the chance to work with me personally, I have several coaching and mentoring opportunities for you. They are designed for entrepreneurs at all levels whether you've just started of with an idea or you have been in business for several years. You can email me at dulcinabrito@yahoo.com. I'll be telling you about this at the end of this transcript.

So ready to get started?
Let's get into our top 10 secrets

Secret no 1

Be positive, be optimistic.

It is the best time now to start or grow a business and especially for a woman. You don't need a lot of money to get started or grow your business either and the number one reason why no cost to low cost marketing is more prevalent than ever with the internet email and free social media networks like Facebook twitter LinkedIn and Instagram which has taken the world by storm.

We really take it for granted today that we can reach thousands of people with a push of a button at practically no cost.

Reason no 2

Entrepreneurs will be driving the economy over the next several years. Why? Because we think fast on our feet. We can make changes as needed and we see the market change. When you think about all the big companies went out of business in the re session. They were looking down not ahead.

Small companies people who are very flexible and work quickly and make changes quickly are the ones who thrive and will continue to thrive and now there has never been a better time for women to work with flexibility and have that work life balanced more so than ever by owning a business.

You can choose exactly where you want to work.

How you want to work. What your hours will be.

There is a huge balance coming into play now that women are bringing meaning back to work, and there is no way to do that than to start your own business.

You can design a business to create an extraordinary life.

I want you to have fun with this and dream.

- Where would you like to work? At home? or at Starbucks?
- Do you want to work in the park?
Some people like to work in their cars. It's really up to you.
- What hours do you want to work?
- Are you a night person?
- Do you want to work during the day while the kids are at school?
- Do you want to work only a few, certain days a week?
It's really all up to you. The possibilities are limitless.

Secret No 2

Avoid the biggest mistake that most women make when starting a business.

I have worked with hundreds of women in my career and all of you have a great idea based on something you love or a cause you are passionate about but you go start a business around that and that's fine, but you don't put a thought into the money.

The purpose of a business is to actually make a profit.

I know your personal purpose on the planner here is to help others make a difference around the world.

I get it. Mine too, but I want hips to think of that as a personal fuel for the business and when that's aligned with a strong business model it's like magic.

So you may not see right now how this is all going to line up. You may have a huge cause or passion about something, but you can't seem to make money with it

You just have to do some research. It very likely can happen, let me give you a few great examples from the women that I'm coaching right now.

There's a gal Sandra that loved organizing and she started her own organizing business. She now has a six figure business helping people getting organized and be more productive.

There's another woman, a life coach, she started working with clients one on one. She now has a six figure business

helping other people through the strategies that I teach. She not only skyrocketed her business last year, but she tripled her monthly income. Just one idea she gained during one of our sessions made her \$100 000 dollars. Pretty amazing. Those are just a few examples of hundreds of women who have been through my program and figured out how to turn a passion into a profit.

Many different types of women can take those talent and passions and turn them into a big money maker and it can happen with a little research and tweaking.

- Do some looking into similar business.
- Look what they charge
- Look at what your costs may be with the numbers and what you can make realistically and if you are not seeing how to connect the dots get a coach or mentor to help you. I would personally love to work with you.

Secret No 3

The 3 Keys to generating large amounts of income quickly

Key No 1

is a product or service wanted by a thirsty audience. Did you notice what I said I wanted not needed.

Why do I say that?

Well some of you may have a great idea and think that people really need that, but it's going to be something that they are going to take out their wallet for, because they really want it.

Key No 2

Is a business model that works meaning your numbers have to make sense.

The amount of hours that you put into this is how much you charge per hour or per product or per service.

This all adds up to you making a living.

Can you hire people to add more services or a product to your offering? Play with the numbers.

Key no 3

Is the marketing and sales process and I say the majority of no that come into my program is the one I get to work with and learn about in person.

Many of them have a great product or service. They run into these 3 issues though I that maybe it's something people don't want b maybe their business model is a bit off or even if they did their best they are not going to make money. They have no way to bring in clients or customers with a solid marketing and sales process. So those are three keys areas to look at.

Secret No 4

Learn to embrace risk.

Here is where we get into the mindset, this is where you may start freaking out but bare with me.

An entrepreneur technically the definition is a person who organizes or operates a business taking on greater than normal risks in order to do so.

That is just one definition of an entrepreneur, but interestingly enough almost every dictionary that I consulted included the word risk. In my coaching all these women over the past many years almost every one hires me saying Dulci I'm ready to play big.

I'm ready to go for it.

I am ready to do this.

I'm going to build A wild profitable business and take my life to the next level. And here's what happens: they set the intention and things start moving forward and then they get into a place where they have to take a risk. Opportunity lands right in their lap and often what happens while they find X exiting they get uncomfortable. They start to get a little scared.

They start to shrink back and think oh well Dulci I'm not ready for that yet.

I can't spend that kind of money to do x. Or this is too big for me.

Or why don't I start with y or z first.

X sounds great, but I think I'll be ready for that next year and maybe there is a free version of x.

So you say you want to earn six figures, have a successful business, influence the world.

Whatever those big goals are, but you may be finding yourself just picking and choosing the polite little pieces of the puzzle you are comfortable with.

You are missing some of the best opportunities of your life by avoiding risk taking, because the best opportunities will always require you to stretch and grow.

Whether it's emotionally or financially this can be uncomfortable and this is where many of us stop.

I'll make it very clear to you right now to get out of your current money zone. You have to get out of your comfort zone because you are only growing both personally and financially when you are uncomfortable. I want you to get comfortable on the end of being uncomfortable.

It becomes a way of life.

Here's the good news, these opportunities I'm talking about you don't have to go looking for them.

They are usually right in front of you or drop right into your lap once you get clear on what you want. Once you declare you are ready your awareness is heightened. A shift occurs and suddenly you see the path to all that you and your business can be.

Every big decision I have made, Every big leap I have ever taken has been terrifying. There are times where I still put everything on the line to this day, but I'll share with you that getting out of that comfort zone going on tv for the first time, scared and that little voice at the back of my head said who do you think you are. You don't know enough to be on tv. There is someone here who knows more than you. And eating with that little voice is a discussion for another day. But just know it still happens to all of us.

Secret No Five

Stay out of fear and stay in faith.

To change your results you don't need to change only what you are doing and actually many times when women are working with me, we don't change what they are doing. We help them change who they are being.

The person you have been up to now is not the person who is about to make the leap.

That you deep down really want to make. Leaps require you to grow and change and that is the uncomfortable part that I have just mentioned.

When it comes to your growth and success you can only grow as far as your greatest fear. If you can't grow any further you can't go any further.

Here's the kicker God has a wonderful sense of humor. I have found it's your biggest fear, the thing that makes you the most uncomfortable that you typically have to break through to get to that next big level of your personal success.

So that big opportunity that shows up.

The one that will take you straight to the top.

Whether it's a mentor, an opportunity, something that you need to invest in whatever it is.

I want you to envision it as a huge door.

Something that you kind of see on the other side actually. I want you to be transparent. So you can almost taste the success and the joy that's on the other side or

Sometimes you can't quite make it out but you feel blurry, but you can feel it. You kind of feel something big that is coming so you are so excited. You just are not sure exactly what it is but you are drawn to it.

You may be feeling restless and you know that the next step is there but you are not sure what it looks like exactly but on that door I want you to see a combination lock the combination that opens that lock and opens that door is, your are moving through your fear, your insecurity, your doubt that you have to part with in order to step into your greatness.

It's a fear that's particularly you not me not your friends and not your family this lesson is you alone. It's your personal journey of growth. The success we seek will only come when we move through the fear and that is a big uncomfortable secret. But fear isn't real. It isn't the truth. It's what you perceive as uncomfortable.

You grow, shine, live in your great true divine purpose that is truth and when you decide that no matter what you are going to accomplish what you set out to do, you'll see it start to fade away. You just have to move through it.

It's also about making the decision to do this

You say you know what I'm doing this no matter what it takes and that moment when you really feel it and when you ask and believe you are ready to receive it.

The things you need will begin to show up. You'll notice when your awareness has shifted and you make that decision things will start to line up and

- It may be bigger than you dream.
- It will be that big stretch.
- It will require you to step up and grow.
- It may be uncomfortable, you can't cling to what's comfortable and step into the next version of you at the same time.

Secret No 6:

Learn from and surround yourself from people who are where you want to be.

We entrepreneurs are a different breed even successful entrepreneurs are really a different breed.

About 6% of the world population makes over \$100 000 a year less and less than 1 percent makes less than \$350 000 a year. So think of it this way if you want to make more than 350 000 a year you are one in a hundred.

99% of the people around you will look at you like you are crazy and you have to remember you are going to have to do the things that 99 % of the people out there are not

willing to do. Be smarter work harder get an education invest in coaching, invest in training.

Whatever it takes we are different. I started learning from other successful coaches I never had anyone to motivate me so I started listening to them and they motivated me by saying you are successful. We believe in you.

I learned from Jim Ron that you are the average of the five people you are around the most. When I thought of that I thought oh no I need some new friends. The problem was I was surrounded by my old friends who were happy in their jobs. And they were good people with good hearts. But they didn't want to do much more than go to their 9 to 5 job and they would go out to the bar after work and talk about what's on tv. I had all these big ideas and I wanted to find these amazing people who were doing great things around the world. So think about it who are you listening to when it comes to money or success friends, family, your partner, your parents? Are they successful entrepreneurs? Are they wealthy?

Wealthy people get advice from other wealthy people who are richer than they are.

Successful people get advice from other successful people who are more successful than they are.

Average people get advice from average people and friends and family around them.

Remember that there are people in your life who you continuously love and you know they are good people. But they are probably not the ones you need to listen to for advice on how to be wildly successful or wealthy.

In Napoleon Hill's book of thinking and growing rich. He emphasizes the importance of masterminding. Now if you never read this book all you need to know is that America's first brilliant Andrew Carnegie gave Hill the task to interview the 500 wealthiest men of all time and that time it was all men. We are changing that now for sure.

Hill found 15 common traits among all of them and the cool thing was that none of them were birth rights. They all have been learnt and we're learnable.

One of those 15 traits were they all engaged in master minding on a regular basis. This is something that changed my life and it can change yours too. Having a group of successful entrepreneurs to network with, exchange ideas with and grow with and ask for help with challenges or issues.

This gives you such incredible advantages in your business and your life that you'll never go without.

I also want you to look at getting a coach or a mentor. I have had coaches and mentors since I've discovered coaching and I have had many coaches and will never go without one in my life. There are a lot of coaches out there. You really want to work with someone who's done what you want to do. Look at the success that they have had with their own business. Look at their track records and how they have worked with clients.

You truly want to work with someone who is walking their talk because they can give you the shoutouts.

They can give you the advise that you need and you don't need to figure it out the hard way.

The biggest blessing I have in my life right now is I get to mentor and coach amazing women like you and help you navigate through the hard stuff.

Secret No 7

You need to know not everyone will support your success.

It's something that's sad, but it does happen.

You are going to start attracting success and many people will admire you and be inspired by you.

You'll help change the world just by stepping up and rising up. It's also like a mirror that will make people look within themselves.

Now if they believe in themselves and they have good self esteem they will be inspired by you and they will rise up as well and you will have the influence that can change the

world. But if there is parts of themselves they do not like or if there is a few things they have been struggling with or maybe they are just unhappy people, they will look at you and see what they don't have and why they think they cannot do what you've done.

The further up the mountain you go the more of a target you are for those who wish to remain below comes with the responsibility and the huge rewards of being a leader.

Zig Ziglar says don't be distracted by criticism remember the only success they take is a bite of you. Be true to your course. Know that your Divine destiny is success and holding back hurts no one but you.

Secret No 8

Utilize your most valuable assets and the good news is this is an asset that you have.

Everyone has it and it's your time. We all have 24 hours in a day. No one has more, no one has less.

It's what you use them for that can help make you rich. As an entrepreneur it's critical that you start thinking about your time differently than you did.

When you were in a job or before you became a business owner.

Here is the big shift when you were in a job, I remember when I was in a job I was being paid for being busy all day kind of looking busy all day. Some of us had things to produce, we had deliverables and things on the list to get done. But mostly you had to be there at 8/9, you had to do your chores You had to be busy till five and then go home.

You were paid by how much you got done each day and how productive you were and the results you created you weren't rewarded for doing better work for most of us. Now suddenly you are a business owner, you only now get paid for creating results. This is a big shift and you now have to be ruthless with your time because every hour you spend on your business should Be revenue generating activities.

When we get started we are doing all the jobs in the book you're a chef, you're the coach, you're busy doing every job under the sun and as soon as you can afford to, I want you to look into hiring some part time help. You may be thinking I don't have the money to do that right now.

Hear me out on this one, there is a swing you cannot get rich by working a \$10 d hour job.

If you are running to the post office licking all the stamps and doing business cards, mailing out bills or paying bills, calling clients trying to get payments, schedule appointments.

Why not hire someone to help you with those things.

Now the first thing you are saying is I don't have the money to do that. Look at what you could be making per hour compared, what you can pay someone per hour that does those tasks.

The first thing you should be looking at is administration.

Look at your personal household as well and especially ladies with a family you even have more to juggle.

Look at getting help with errands and housekeeping because there is so many great moms out there right now who are looking for extra cash. So not only can you use this to help your business make money and free up your time but you are helping out another woman in need as well.

Do the maths and look at how you can get help. And what I did also was I said ok if I'm going to pay someone to run errands for me @\$20 an hour and she's doing about four hours of errands a day, I'm going to make sure that I take those four hours that I know and I'm going work on revenue generating activities. I would set a timer when she ran out the door I would call clients, I'd work on sales letters.

I'd close deals, I'd call for joint ventures

I tried to get speaking Gigs and it took the emotional pleasure of me. Then it became a way of life and you'll see the freedom it is for you not only for your business, but also for your life and also the joy of helping someone else at the same time.

Secret No 9

Your marketing is more important than your mastery.

What does that mean?

You can be the best life coach, wedding planner whatever your business is, but if you don't know how to get your word out about your business and get response you'll never create the income you desire.

Most women that I work with find out they are complete perfectionists, they want to spend more time on feeling qualified in what they do than actually getting out there being bold and marketing themselves.

So I want you to spend more time on your marketing than you think you should spend time getting better at what you do. Really take that in. Learn how to use offline methods and online methods to build a list of clients, convert them into buyers and convert your buyers to repeat buyers. These are the type of systems that I teach on my programs step by step and if you are a master in marketing and you learn these principles even just the basics you'll be able to use those strategies for the rest of your life in every business you ever create.

You'll use the same marketing steps in every product, every launch, every service you debut, every type of client you want to work with. Marketing is really the key to riches. Take some time and learn how it works. Get good at it and even if you decide later it's not your thing and you need to hire help for your marketing you'll understand the principles and be able to oversee the work they are doing for you.

Secret number 10

Make decisions not from where you are but from where you want to be.

I know that when we start off we are low to no budget. Now you may be working right now in the corner of your bedroom. I want you to start taking your business seriously even if it's small because not only will it help your business in general, but it will shift your mindset.

So let's say your big goal this year or next year is to break the six figures to have a \$100 000 year. Now every time you have a decision to make in your business. I want you to think what would six figure business owners do? Right now I run a company that's six figures and I have many employees and I am doing all this big stuff but I'll share with you still looking back, one of the hardest decisions I ever made in the course of being a business owner was deciding to move out of a one bedroom apartment into a 2 bedroom apartment.

Why? Because that was a huge step for me at the time. I said no more kitchen table. I deserve a separate room for my office. I remember thinking this was a huge deal. I remember comparing the leases and Reiner shaking because my gosh the two bedroom is \$500 more than the one bedroom, maybe I should be saving that money and do I really need a separate bedroom? Is this really smart? But I did it. And I tell you I moved into that apartment and I spread out my office. I had all this space and it felt unbelievable. I had a bookshelf and a cabinet and a closet and I put up some inspirational paintings posters a vision board and a white board and my mindset just shifted and my business took off.

What was the change?


I had stopped treating my business like a hobby and started acting like an entrepreneur. It changed my life. Such a small thing made such a big impact for me.

So look right now at how are you being cheap?

How are you holding back?

How are you playing small?

How are you treating your business like a hobby instead of a business?

For example I know many of you have one phone line or using it for everything your personal calls, your business  phone, your fax.

Look at where you can get a phone for your business.

Separate bank account

Separate mailbox.

Ladies especially for privacy.

Don't ever use your home address on anything.

Get a P.O.Box or use a mailbox center like an ups store.

It's great too if you travel, then you don't have packages and mail stock up at home. It's wonderful to use. The bottom line is start looking at how you can start setting this business for real.

Now there's one more group of you I want to address and you are still in a full time job and don't worry it's going to be ok I tell you because I went through 5 jobs before I started my business. I wouldn't change a thing, because there is something I learned in each and everyone of them.

Sometimes it was how to work with a client. Another retail. Each experience had some value for me. Just keep looking for the learning experience in everything you do.

It is very important these days even if you want to stay an employee that you think entrepreneurially about your career. No more looking busy with the 9-5 like we used to.

In this economy employers really want to make sure that every employee is bringing value and results to the business. So start looking at the value that you are bringing to your company.

Here's a few keys

- Build your entrepreneurial skill set while you are on the job. Look where you would like to be in a few years and start preparing now. See what skills you should add to your cv while you are on the job. Talk to your supervisor about taking on new projects or adding responsibilities for your position.
- Build your entrepreneurial skills on the job: take classes or courses locally or online.
- Join networking groups or masterminds.
- Emerge yourself being in the world of being an entrepreneur when you are on the job.
- Consider joining a coaching program.
- Consider it a transitional phase to being a full time business owner.
- Talk to your boss working part time to full time, or moonlighting as you build experience and income, while you build your business.

Well those are your 10 secrets. I hope you had several aha's in this ebook

I hope you enjoy all of them in this free ebook and if you are interested in benefiting from ongoing training with me I want to invite you to check out my program called fully booked client attraction blueprint™ I created this program to give you easy to follow weekly lessons. They are online on how to market training courses. You also get live access to live calls with me once a week or you can get your questions answered. You have online access to a thriving community of real entrepreneurs just like you. There is so much resource there is so much in this program and I've made it very affordable. So go take a look at dulcibrito.co.za book your call on the web page and we'll get back to your call. So hope to see you there for your free call.

This is *Dulci Brito* signing off.

Stay safe and blessed

P.S thank you for taking the time to read this ebook