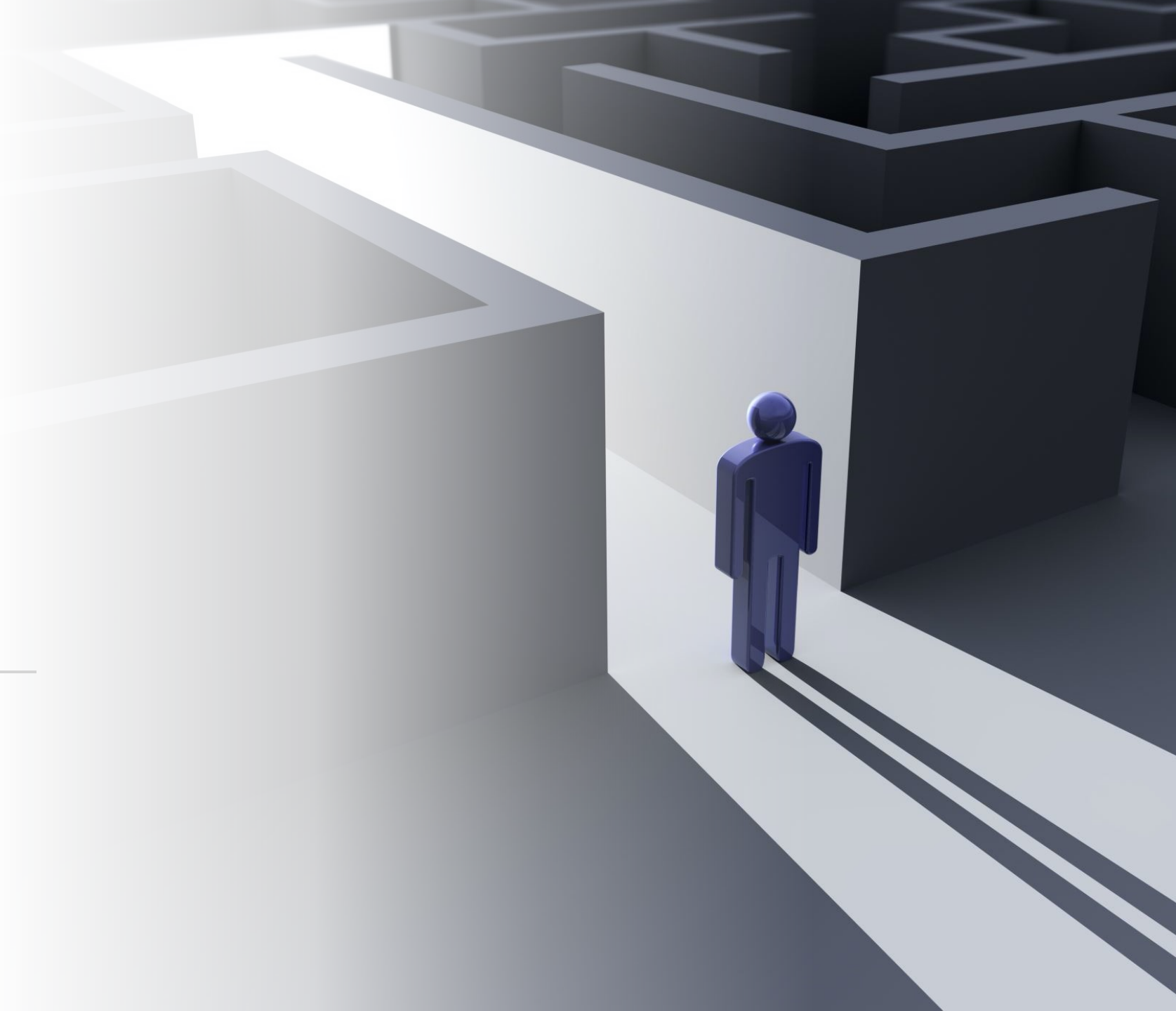


# ~~Surviving~~ Thriving as an Entrepreneur in Uncertain Times

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Tope Fajingbesi CPA



# Reflection



ARE THESE UNCERTAIN TIMES?  
WHY? HOW?




WHAT DOES IT MEAN TO "THRIVE"  
AS AN ENTREPRENEUR?



## Minding Your Business? First, answer these 7 questions

1. What are you selling? No, not the product. The belief.
2. Why are you selling it? Why you, why not your competition?
3. Who are you trying to sell to?
4. Where and when can you find them?
5. What do they think about you?
6. What if someone else is selling it?
7. What are you doing when you are not selling?



Financial success is a four-letter word, a noun, and that word is:

**M.O<sup>2</sup>.N.I<sup>3</sup>**

# M: Be Mindful

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- ✓ Mind your powerhouse (your mind)
  - ✓ If your mind can conceive it, then your Lord can do it (e.g., gold dress in Madinah, Obama dinner dress).
- ✓ Define success with the Quran and Sunnah as your guide.
  - ✓ Vacancy: [Millionaire Muslims Wanted. Apply Within](#)
- ✓ What Color is Your Money? Find out at: [www.ourfinancialcoach.com](http://www.ourfinancialcoach.com)
- ✓ Solopreneurs and Side Hustlers – You need a trusted “circle” of cheer leaders, picker uppers, honest critics
- ✓ Increase the rental cost of living in your head and evict free riders.

“

And now a warning to people who shortchange, [2541] [1] who want every last item from people when they're owed, [2] but who short-change when they have to pay. [3] Don't they realize they're going to be resurrected [4] on a momentous day [5]- the day when all people must stand before the Lord of All the Worlds? [2542] [6]

**Yahiya Emerick**

*The Meaning of the Holy Qur'an in Today's English*

#kindlequotes

# O<sup>2</sup>: Get Organized

*If you don't measure it,  
you cannot manage it.*

*If you are not managing it,  
then its not important.*

*Abeg, what is more important than  
money to an entrepreneur?*

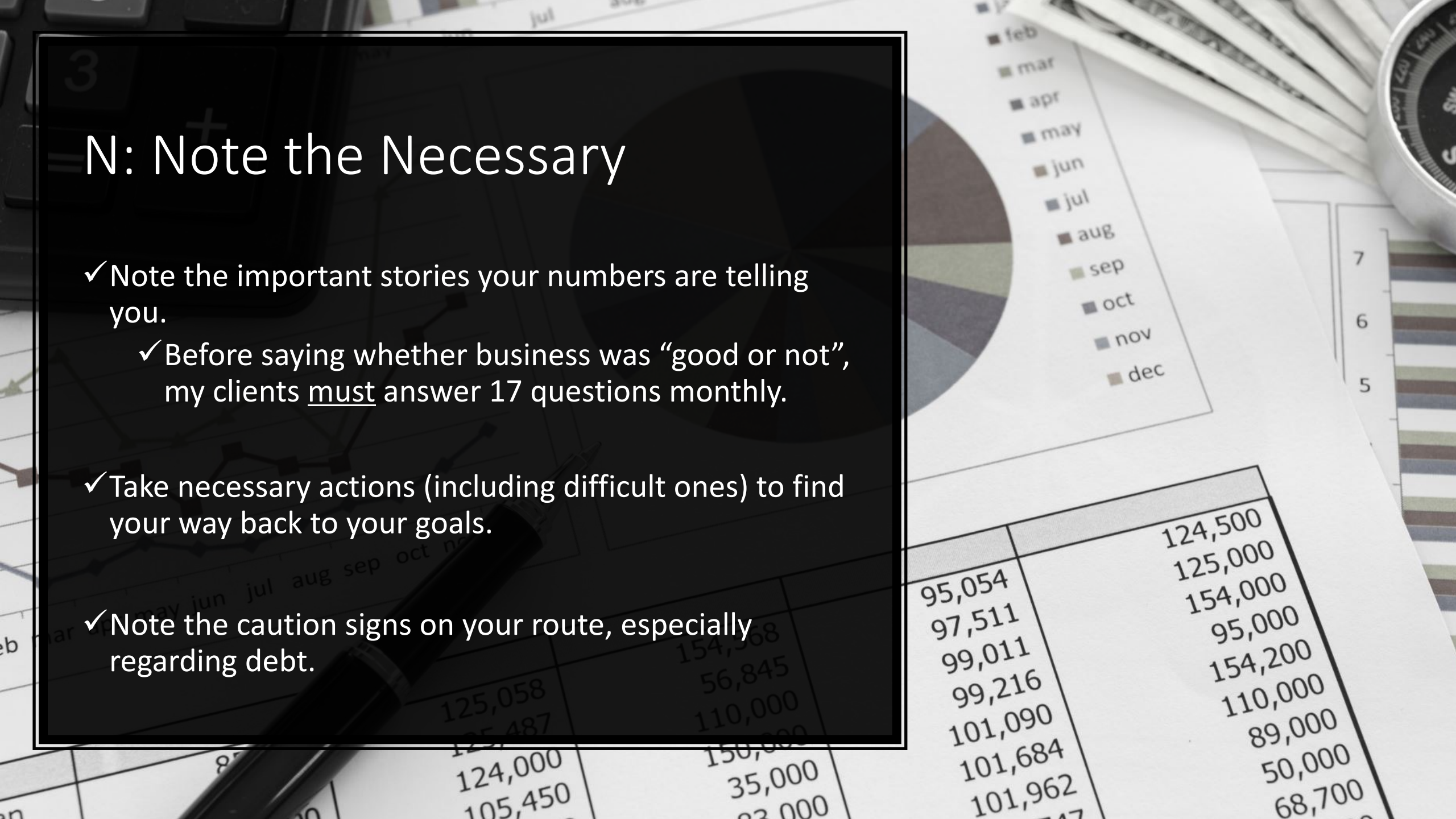
*So, what should you organize:*

- I. goals (budget)
- II. results (profit & loss statement)



# N: Note the Necessary

- ✓ Note the important stories your numbers are telling you.
  - ✓ Before saying whether business was “good or not”, my clients must answer 17 questions monthly.
- ✓ Take necessary actions (including difficult ones) to find your way back to your goals.
- ✓ Note the caution signs on your route, especially regarding debt.



The background image features a collage of financial documents. A pie chart with a legend for months (feb, mar, apr, may, jun, jul, aug, sep, oct, nov, dec) is visible. A calculator is partially shown on the right. A pen lies across the bottom left. A table with numerical data is in the bottom right corner.

95,054	124,500
97,511	125,000
99,011	154,000
99,216	95,000
101,090	154,200
101,684	110,000
101,962	89,000
	50,000
	68,700

# I<sup>3</sup>: Invest

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## ✓ I – Invest

- I. In tomorrow by saving,
- II. In financial instruments to diversify your risk,
- III. And most importantly, invest in yourself through education (financial literacy is compulsory)

Stop saying: “I don’t like numbers.”



# 3 Strategies for “Uncertain” Times

## Planning

- Begin with the end in mind
- Its not a plan if its not SMART

## You only have 2 options - Pivot or panic

- CSA for dodo farms
- Virtual masterminds for She-EO

## Hire an Ambassador, You.

- People don't buy products or services. So, what do they buy?
- You must always be in selling mode. But wait, a minute...
  - Selling is not tagging 99 people, endless promotions, or offline until market day
  - Do a “self social media” test, then compare with your “icon's” page.

# Closing

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- Questions
- Contact:
  - [www.ourfinancialcoach.com](http://www.ourfinancialcoach.com)
  - @tfaj17 on Facebook and Instagram
  - <https://www.linkedin.com/in/topefaj/>

