

Look rich or be rich? They are not the same.

Everybody has the same amount of time and energy, they also have the choice of where to apply it. If you choose to apply significant energy in the design and content of your website then that energy is going to be deducted from something else.

If you choose to apply significant energy to your social media accounts and public “image” that energy is going to be deducted from something else. There is an inverse relationship between “image” and “actual” and most entrepreneurs battle with the decision to “look successful” or “be successful”. Image VS reality.

- Sam Ovens

