## **You Make It Happen 25 Strategies For Success From Australia’s Top 20 Entrepreneurs**

### Intro

As entrepreneurs, nobody else but other entrepreneurs can understand the journey we go through each and every single day. From startup life to a 50+ person company, only other entrepreneurs know the challenges, the stress, the joys, and the passion.

Which is why it’s so important to connect with and learn from other like-minded entrepreneurs. Without those around you who can understand all of those things, and more, the journey can be very, very lonely. And without people like that, it’s hard for us to see new perspectives when facing the obstacles that we do face from time to time.

I understand that. I’ve been in your shoes. And that’s why I want to give you access to Australia’s most successful entrepreneurs and thought leaders. Through The Entourage’s events such as Unconvention, Reboot and Momentum, as well as our podcasts including The Make It Happen Show and my show, the Jack Delosa Podcast, we’ve uncovered some of the best lessons, perspectives and advice about what it really takes to build a multi-million dollar business.

From everything you need to know about marketing and sales, all the way to the best advice on how you can optimise your personal performance in every area of your life for your business growth and personal growth.

Learn from the best of the best in this ebook where it’s time for YOU to make it happen with our help.

Let’s get started.

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### Chapter 1: Millionaire’s Mindset

#### Jack Delosa (TMIHS)

*Founder and Executive Director of The Entourage*

The 5X AFR Young Rich Lister behind Australia’s largest community of over 500,000 business owners and entrepreneurs.

Strategy #1: Adversity can mean two things. It can mean the challenge is too great, it’s bigger than your capabilities, and therefore, you choose to be defeated.  
  
Or it can mean that you believe in your will, in your ability to move mountains regardless of what the current evidence might suggest. Choose to see adversity as an invitation to develop your weaknesses and develop your blind spots. This is how you develop your resilience muscle.

Lean into adversity and its process of change by becoming an **agent and driver of change**. These are the steps to embracing change:

1. Recognise that there has been change.
2. Recognise that it may be sad or devastating.
3. But commit to leaning in and applying your intellect, creativity, and vision to the task that is now at hand.
4. And don’t forget to look after yourself and your family while meeting the challenge at hand.

*“The adversity you are currently navigating will not defeat you. It will simply serve to make you an even greater version of yourself."*

#### Tobi Pearce (Reboot)

*Co-Founder and CEO of Sweat*

From homeless at 16 to $209M AFR Young Rich Lister behind one of the world’s most well-known fitness brands.

Strategy #2: Your biggest opportunity in life right now is how you choose to look at the world. You've either got a lot of problems or a lot of opportunities. It's the way you choose to look at the world.

Doesn't matter whether you're starting your first job, running a huge organisation, or anywhere in-between, having solutions and opportunities as opposed to having problems is a really big mental shift.

And it’s also being aware that our mindset is not fixed. It shifts back and forth. And sometimes, it's going to be very easy for your world and opportunities to feel like it's closing. But with this awareness, then the first problem you have to solve is how to get yourself back into a growth and opportunistic mindset so you can be an effective leader, make good decisions, and make good decisions quickly and rationally.

*“Having this awareness of the scale of fixed to growth mindset and the fact that it changes continually...is probably the largest thing that will contribute to your success especially during this time.”*

#### Ronni Kahn AO (Reboot)

*Founder and CEO of OzHarvest*

The social entrepreneur responsible for the movement behind disrupting the food waste landscape in Australia.

Strategy #3: When I started OzHarvest, I was so naive and stupid that it didn't occur to me that I could fail. I just knew it was important and so I never doubted.

With facing challenges, it’s the same thing. I’ve never looked at them as challenges.They’re just obstacles along the way, but you just work around them. And I may have doubts about how to do something but not about doing it.

With OzHarvest, I had to have laws changed in Australia to allow good food to be given away for free without fear of liability. That was not a challenge but just an obstacle for me in finding the right pro-bono lawyers to support this and fight back. I knew OzHarvest was a good thing so I didn’t doubt that I had to do this and face the obstacles in my way.

*“If you look at things as just how do you get around them, and you do it with integrity and you do it for the right reasons, things seem to work out.”*

#### Tony Nash (JD Podcast)

*Founder and CEO of Booktopia*

From $10 entrepreneur to $165M+ award-winning company known as Australia’s #1 online book retailer.

Strategy #4: There is no reason why your past should dictate your future.

I got 56% in my HSC, I somehow scraped into university and mastered in Space Invaders and Snooker, failed in Accounting and Economics. I've been bankrupt and I found out I have ADHD and I've lived with it all my life. Now, I’m the Founder and CEO of Booktopia, Australia’s #1 online bookstore worth over $165M.

I like to share my ‘accolades’ a lot because I meet a lot of entrepreneurs who have a reference point from their past of why they will not make it. I don't have a Harvard Business degree. I didn't get my masters in business. There is literally no reason why your past can dictate your future.

*“Your past cannot predicate what kind of entrepreneur you’re going to be...I don’t allow that to define who I am.”*

#### SUCCESS STORY

[Michael Darby](https://entourage.wistia.com/medias/1qy7mus1er)

Founder of Quantum United Management

13 years of business with no plan to strong clarity on self and business growth

With the help of The Entourage, Michael:

* Went from no business plan to clear plan for the business
* Received the support and tools to grow strategically
* Found more confidence and direction with the team

“There’s been a lot of personal development and growth that I didn’t expect and that’s flowed through to the business and gave me a lot more confidence and allowed me to grow the business. I joined Elevate for business development. My business had been going on 13 years and I really needed to ensure I had the right structure and strategies in place to take it to the next level but I found out that personal development was where I needed some work.

Within a few months, through the coaching and the training tools and workshops online, there was a lot of learning for myself and self-awareness and personal development that helped me quite quickly. It’s brought about a better awareness of who I am and where I’m about. There’s lots of reasons why I would recommend The Entourage but primarily, the advice and guidance they can give you around building your business and how you need to be able to do that and what you can achieve through your tools.”

### Chapter 2: Step-By-Step to Starting Up

#### James Hachem and Manny Barbas (TMIHS)

*Co-Founders and Directors at Alya Skin*

The two best friends turned business partners who struck gold with pink-clay masks now worth $20M

Strategy #5: Before you go into business with your friend, you must make sure of these things.

Make sure that your morals, ethics and values are similar. Make sure that you trust each other. Make sure that money will never get in the way of your friendship. Find your legacy and purpose and stick by that as a goal and as partners. Because then, nothing will ever get in the way and hopefully, you’ll never have an argument that’s big enough to step away from each other and your legacy.

*“Because we trust each other, we don’t ever really have to question each other. We also have a relationship outside of work where we catch up, not just for work.”*

#### Luke Anear (TMIHS)

*Founder and CEO of SafetyCulture*

From private investigator to the entrepreneur behind the next ‘Atlassian’ worth $440M.

Strategy #6: It’s hard. This is not easy. It’s not for everyone. And not everyone should do it.

A lot of people get to a point where it gets hard and they stop. But the best part’s on the other side of that. It is going to be hard but it’s so worth it if you’re doing something that you believe in and you’re passionate about.

And it will be different for every business but a lot of people, in the beginning, their biggest problem is traction. And traction is what’s the holy grail. If you can get people to start using your products, that’s where your opportunity to grow begins. A lot of people get distracted along the way but if you can focus on customer adoption and feedback, you’ll gain traction, and then everything else gets easy.

*“You can’t be afraid of someone saying, “That’s not a good idea.” You might be pitching to the wrong people. You could be pitching the idea of Uber to a taxi driver. You’ve got to learn who’s my audience, who’s my market, how do I describe it, and it takes hundreds of refinement of those pitches before you can articulate it in a way that people will get it.”*

#### Hi Smile - Nik Mirkovic and Alex Tomic (Unconvention)

*Co-Founders and Directors of HiSmile*

The Australian entrepreneurs behind the $60M teeth whitening brand that changed the face of influencer marketing.

Strategy #7: A lot of people see Colgate and they want to be Colgate tomorrow. And while it may be possible in the future, you still have to get there as your own brand, your own product or service.

For us, we knew from the very beginning that we wanted to bring change and reshape our industry. We wanted to truly understand what people wanted. And we did this by stripping everything back to its core, simplifying the product, and creating it as an experience.

We started small, then scaled. Focused in on the narrow, tested with that market, and then expanded from there. And we enjoyed every single day, every step of the way, all the ups and downs. Because at the end of the day, it’s a long, long race but it’s your race. And you know you won’t make it far in someone else’s race.

*“It's not about offering a range of 5-10 different products for each of our ranges but simplifying and understanding what is best for the customer.”*

#### Sheryl Thai (TMIHS)

*Co-Founder and CEO of League of Extraordinary Women*

From redundant corporate role to 5-store Cupcake bakery owner and now, Co-Founder of one of Australia’s largest communities of women.

Strategy #8: I felt so isolated. I didn’t know anyone else in business at that point. All my friends were still in corporate and I felt so lonely running a business. Even though I had my business partner, we were just trying to figure everything out.

It’s so necessary to surround yourself with the right people, the ones that are optimistic, have different perspectives and ideas on ways to pivot, and are super creative. When you surround yourself with these people who are doing so well, it just makes you think that you need to step up to their level and think at their level of optimism.

You are the average of the five people you spend the most time with. If you’re struggling to find those people, go out there and find those networks and communities that will get you closer.

*“I credit The Entourage to helping me find those five people to surround myself with.”*

#### Aaron Smith (TMIHS)

*Founder of KX Pilates*

The award-winning fitness innovator and entrepreneur that went from $20K debt to a 54 studio franchise turning over $20M.

Strategy #9: Don't make the mistake that it's easy and that buying into a franchise will just work.

Not everybody fits the brand and the role, and after all, it’s still a business and it can still fail. But if you work as hard as you possibly can for the first 12 months, that's gonna set you up. And remember that even when you do start earning money, that’s not the time to pull your foot off the pedal.

And make sure to treat your franchisee/franchisor relationship like a business partnership. It does become the hardest relationship you’ll have but the key to success with it is having a solid respect level for each other’s roles. For both sides, at the end of the day, it’s about realising that it’s not an overnight success story. Like any business, it can take 10 years to build a business to a good size.

*“I worked 70 hours a week for the first two years just to put it off the ground and I earned no money.”*

#### SUCCESS STORY

[Amber Boyers](https://entourage.wistia.com/medias/e8vj1dcol4)

Founder of BAIIA Swimwear

From side hobby with 2 jobs to up to $120,000 a month in business

With the help of The Entourage, Amber:

* Turned her hobby into a full time business
* Increased average profit from $6000 to $60,000 a month
* Gained more freedom and time back by hiring staff

“Before I joined The Entourage, BAIIA was really a side hobby. I had 2 jobs, we had a great year while I was working full time with 2 jobs, but I wasn’t treating it like it was a legitimate business. I was packing all the orders myself, I was responding to customers' email. I was just overwhelmed and almost burnt out. I didn’t know the next steps.

My biggest results since joining The Entourage, apart from my complete shift in confidence being a business owner, is looking at the numbers - the growth is there. From having so much confidence in the business, being able to grow it, I was then able to hire people. I can pay myself. We’ve got an office.

Before I joined The Entourage, we were averaging about $6,000 a month and then we grew to $50,000-$60,000 a month. Some months we’re doing $120,000 and I only continue to grow from that. I would recommend The Entourage for anyone who has a business, who’s looking to grow, whether you are doing everything by yourself, you’re a solopreneur, and you’re looking to legitimise your business, or if you’ve plateaued with your phase of growth and you’re just looking for the next phase, any kind of external assistance, you need to be investing in if you have a business. If you’re not, you’re just slowing down your fast track to growth.”

### Chapter 3: World Class Customer Experience

#### Janine Allis (Momentum)

*Founder of Boost Juice Bars*

The ‘Accidental Entrepreneur’ turned Shark Tank investor in charge of Australia’s most popular juice and smoothie empire.

Strategy #10: Businesses are built one customer at a time and that means not letting your current customers become past customers.

Every single time you interact with a customer, you have the opportunity to make sure they come back. It’s vital that you create an extraordinary experience for every single customer.

And with every single customer interaction, there is an opportunity for you to ask your customers for feedback, tell them what you did right or wrong. That’s one of your greatest opportunities to hear directly from your customers. Have that data prepared and be ready to surprise and delight them with offers or whatever it is when they come in.

*“Every business, 80% of their revenue comes from 20% of their customers. It’s making sure that you love that 20%.”*

#### Sheryl Thai (TMIHS)

*Co-Founder and CEO of League of Extraordinary Women*

From redundant corporate role to 5-store Cupcake bakery owner and now, Co-Founder of one of Australia’s largest communities of women.

Strategy #11: We invested every penny that we had back into the business and our staff.

We were a very much customer service based business. Everything from the moment you stepped into the store was part of the experience. Which is why we made sure that our training was spot on. And while it is hard when you’re growing quickly and managing so many team members, that’s when the cultivation of your culture from the very start comes into play in supporting the upkeep of high standards of performance in the team.

The team knew from the start how much we loved the business and how we weren’t here to just make money. And having a clear purpose of making people happy through cupcakes along with our slogan of “Hatch That Dream” sold to our customers and our team members, helped align the team to the company’s visions and values too, which in turn helped grow the business faster than ever.

*“We’re not here in the business of selling cupcakes. We’re here as a business selling emotions and feelings.”*

#### SUCCESS STORY

[Daniella Dionyssiou and Natalia Suesskow](https://entourage.wistia.com/medias/v4yyjotw6u)

Co-Founders of Verge Girl

Loan from parents to $40M global success

With the help of The Entourage, Daniella and Natalia:

* Developed a proper marketing plan and strategy
* Went from a 7-figure to 8-figure business within 6 months
* Grown 100% since joining The Entourage

“Before we started working with The Entourage, we felt a little bit stuck because we didn’t know where to go next. We knew that our business had potential to grow but we didn’t know how. Since working with The Entourage, just the small things that we’ve done have caused so much growth.

Just the fact that we have a strategy for growth - we know where we’re going, we have marketing strategies, we have marketing plans. We’ve been in business for 13 years and we’ve never had a marketing plan. There’s so much information in the sessions and session recordings. If there’s an area of your business that you want to learn about that you don’t know about, The Entourage has it there for you.

No matter what stage your business is in, whether you’re starting out or if you’ve been in business for ages but you’re a bit stuck, The Entourage has so much to offer. There’s nothing that The Entourage can’t help you with.”

### Chapter 4: Marketing Mastery

#### Janine Allis (Momentum)

*Founder of Boost Juice Bars*

The ‘Accidental Entrepreneur’ turned Shark Tank investor in charge of Australia’s most popular juice and smoothie empire.

Strategy #12: Always ask where your customers are.

Before social media, we had to know that our customer demographic at Boost Juice was mainly outdoors. That meant advertising on bus stops, billboards, anything to do with the outdoors. And since social media and smartphones came about, we moved, we adapted, and we went where the customers were.

You have to be okay to try things and fail. You have to be willing to at least try and target your customers with what they’re interested in and what’s current on the platform they are on.

*“Business is really easy. Find out what the customer wants and give it to them. Find out where the customer is and show them.”*

#### Sam Wood (TMIHS)

*Founder of 28 By Sam Wood*

From your TV on The Bachelor to your mobile as Australia’s #1 home fitness and nutrition program creator.

Strategy #13: The most important lesson for me in my 20 years in business is this: understanding what the customer needs.

My connection and being in tune with what the customer needed is a key to the success of 28. Understanding the challenges that they’re faced with, the times they’re facing those challenges, and then giving them empathy, support, and care. When they see that you care that much, that brings them together as a community as well.

And 28 is all about community and connection. It allows them to see you as a normal person and allows them to see others facing the same challenges. That’s how you build the core foundation of a beautiful community.

*“It comes down to a level of high customer service. Social media can be your best friend or your worst enemy and if you facilitate it well, it can be brilliant.”*

#### Alyce Tran (TMIHS)

*Co-Founder and Creative Director of The Daily Edited*

The former lawyer turned entrepreneur behind one of Australia’s multi-million dollar fashion accessories labels.

Strategy #14: Consumers are getting less brand-agnostic. That’s how they’re shopping. And there’s a lot of access to new products and new brands and they’re choosing what’s best for them.

And that means the bottom line is, if there’s a disconnect between you and the person purchasing that product, then this whole game’s over. You have to understand them, get feedback loops, and execute on the feedback from customers whether it’s you or your staff on the ground. That means to create part of your success, you need to have creative meeting the commerce, especially in consumer goods.

*“In this environment, it’s hard to create that billion dollar brand but it’s not impossible.”*

#### Jules Lund (JD Podcast)

*Founder of TRIBE*

From TV and media host to Australia’s most well-known social media and digital content expert.

Strategy #15: Instagram and Facebook are the most sophisticated direct marketing operations in the world in history. But I wouldn’t be focusing on driving community growth on those platforms.

These platforms are so powerful because you can use them as an advertising channel and target your very specific niche. You can find and reach your exact target market. And when you’ve reached those people, what I would do is drive them to subscribe to your newsletter, or to book on your website.

Don’t build your community on someone else’s land, on Instagram and Facebook’s land. Build it on your own land - your email database, your app, your own community. Because that’s when you’ll reach 100% of your owned community instead of relying on algorithms of platforms that aren’t yours. That’s the trick.

*“Use it as a net...to drag them towards you - that’s where all the eyeballs are. But just don't leave them there.”*

#### Michael Fox (MIH Summit)

*Co-Founder and CEO of Fable Food Co*

From a $100M collapsed shoe empire to changing the world with delicious tasting meat alternatives.

Strategy #16: The cause of Shoes of Prey not working out and us having to shut it down was basically because we failed on our market research. We misunderstood what the mass market fashion consumer wanted. In Shoes of Prey, we asked the consumer what they wanted. They told us they wanted to design their own shoes. They actually didn't. And once we watched their behaviour, we realised they didn't actually want to do it. And that ended up being the demise of the company.

For me, now with my current company, Fable, the best way I’ve found to do consumer research is not just to talk to customers and ask what they want but actually watch their behaviour. I spent a lot of time in Coles and Woolworths and other stores, watching how consumers shopped the meat alternative categories, seeing what products they picked up off the shelf, put back down or put in their shopping basket. I'd creepily go up afterwards and even have a chat with them.

That brought out a lot of lessons and ideas that have fed into what the product is, particularly around understanding what other consumers, beyond just myself, who also want natural healthy food and meat alternatives.

*“It's good to talk to customers and ask what they want but it's even better if you can watch their behaviour.”*

#### Michelle Bridges (MIH Summit)

*Founder & CEO of 12WBT*

Australia’s most well-known health and fitness expert behind The Biggest Loser

Strategy #17: When it comes to building and protecting your brand what you say no to is as equally as important as what you say yes to. I’ve never spoken about this before but when I was early in my career, doing Biggest Loser, my dream job, we had the network come to us and say we’ve got a new sponsor for the show. The sponsor was Domino's Pizzas and the network wanted me to be an ambassador for them.

I'm brand new to my role, I've just started my business, just purchased my first home in my life and I'm mortgaged to my eyeballs. I don't really have any money and that money would have been extremely handy. And I'm getting a little pressure from my network that's from the job of my dreams to say yes.

But I had to really think about it and think who I am, who am I trying to represent myself to the rest of the country, what's the brand? Who I am? And so I said no. I didn't lose my job thankfully, they understood, but I didn't make a lot of friends saying that. I knew that if I was going to build a brand that had some future and had some strengths and foundation and credibility, that was something that I just had to say no to. What you say no to is as equally as important as what you say yes to.

*“A lot of us as business owners are hardwired to say yes, yes, yes, yes, and then we end up feeling overwhelmed, overworked, and resentful.”*

#### SUCCESS STORY

[Sunil Kumar](https://entourage.wistia.com/medias/zgv294doi1)

Founder & CEO of Reliance Real Estate

From $1M to $16M+ in just 3 years

With the help of The Entourage, Sunil:

* Increased the number of sales by 5x in 3 years
* Was named AFR’s #1 Fastest Growing Real Estate Company
* Was named AFR’s #8 Fastest Growing Company in Australia

“The first few years of business at reliance Real Estate were incredibly difficult. I started the business in 2011, with one other partner, and when the industry was in decline. It was a struggle to pay the bills. I even considered going back to a safe and steady job. And even when the business did experience periods of growth, I didn’t have all the answers I needed to take it to another level.

With the help of The Entourage, the business became the fastest-growing real estate agency in Australia. The Entourage provided me with the structure and clarity I needed to grow the business, and my leadership, exponentially.

The main thing I learned from The Entourage was clarity. After a few months of working with The Entourage, I had a very clear plan of 12 months like a roadmap. And the last 3-4 years have been a fantastic journey. I always recommend entrepreneurial people to have a mentor or some sort of training because this is an unknown field. I really recommend this to people who have any challenges, may feel alone or just starting a business.”

### Chapter 5: Product Perfection

#### James Hachem and Manny Barbas (TMIHS)

*Co-Founders and Directors at Alya Skin*

The two best friends turned business partners who struck gold with pink-clay masks now worth $20M

Strategy #18: We were making sales but we weren’t profitable for the first 6 months. We thought our launch was going to go much stronger than what it was. We were spending so much to acquire the customer.

But because we knew the product was so good, we were happy to back the product in knowing that it worked and spend more money to acquire the customer than we were making for the first 6 months knowing that eventually, we were going to become profitable and it was going to turn around. At one point we even had $80K owing on our AMEX but, we were still all in. And we started to reap the rewards 9-12 months in after launch.

Remember, it’s not enough to build a great brand and make it look good online. You have to have a product that works well too.

*“We didn't want to release something that was half-assed. We wanted to release something that was 100%.”*

#### Taryn Williams (TMIHS)

*Founder and CEO of theright.fit*

Former model to award-winning entrepreneur and tech innovator behind Australia’s leading modelling agency, and marketplace for creative talent and influencers.

Strategy #19: The benefit of a Minimal Viable Product (MVP), not just in technology sectors but other industries too, is that it allows you to put something in front of your marketplace and just test the idea before you go spending way more time and way more money and way more energy developing features nobody wants.

The first time around building a tech product, there was no idea around an MVP and with an external development team, the bill just kept on stacking up. Be aware of market trends and listen to what your market tells you. And in the end, it’s really about getting something out quick and dirty, being slightly embarrassed by it, and getting it out there and just seeing how people use it - it might just surprise you

*“I spent a lot of time asking people on LinkedIn for coffee meetings and advice. I did a lot of hustling.”*

#### SUCCESS STORY

[Lena Hughes](https://entourage.wistia.com/medias/qpyx7d1cwr)

Founder of Bubbles and Brushes

Burnt out and ‘unscaleable’ to $16,000 in sales in one week

With the help of The Entourage, Lena:

* Learned how to increase sales through Facebook marketing
* Increased her profis to $160,000 within the year
* Is tracking to do $2M by June 2021

“Before I joined The Entourage, I was working insane hours, working every weekend, I was wanting to expand my business but I didn’t really understand how to go about it without completely running myself into the ground. I was completely burnt out. I’d get to the end of the weekend and just want to collapse in a heap.

Since joining The Entourage, the results have been almost immediate. I did the Expert Round Table Day with The Entourage. I got my Facebook marketing up and my sales exploded to the point where I had to turn the notifications off my app cause it kept pinging. Last financial year, I did about $160,000. If we keep going the way we are, I can expect to do about $2M. It’s unbelievable to me.

I would recommend The Entourage for anyone who is looking for their purpose, looking for their tribe and feels like there’s something more for them. The Entourage is for people who believe they’re capable for more but they don’t know where to start.”

### Chapter 6: The Entrepreneurship Enterprise

#### Pauline Nguyen (TMIHS)

*Co-Founder of Red Lantern Restaurant*

The Spiritual Entrepreneur behind the world’s most awarded Vietnamese restaurant

Strategy #20: As a business owner, we are naturally a leader. We lead in our team, in our business, and sometimes, the industry that we are in. And as a leader, we are always being watched.

There have been many challenges, even more than most business owners already go through, in the past year. And when those challenges arise, we are not only responsible for what happens next as a leader, we have to be response-able.

It’s our job as the leader to remain cool and calm under pressure because people aren’t going to follow the person who freaks out. And influencing others, especially in crises, is one of the most valuable currencies we have. And this is about blending authenticity with strength of character. Work towards mastery, self-mastery, and practice calm courage in difficult times. Because when difficult times do come, then you can utilise what you’ve practiced.

*“Once we have the calmness of mind, we step closer to finding the solutions. When we possess calm courage,...then we can get into the zone and...become inspired then to find the solutions. This is when we get to tap into unbridled energy. It’s these times, we can be perfect examples for our team.”*

#### Fred Schebesta (TMIHS)

*Co-Founder of finder.com*

The young Australian entrepreneur behind Australia’s billion dollar comparison empire.

Strategy #21: I like to go to places that are new, where it’s uncharted, where you need to figure stuff out quickly and no-one knows what to do.

That’s how I got onto the internet, building websites in 2001 and selling them to companies. I feel like Blockchain and Cryptocurrency these days are the same thing. And now, with these spaces of opportunity, I know when to make bigger bets and when to pull back because I’ve played in that space before.

And for those who are just starting out, once you’re in that space, instead of going for every opportunity, just focus on one very small opportunity in that new market and do that really, really well, and then expand.

*“The FinTech space has got a lot of regulation and government oversight but there’s cadence for it to change. This will be an area with massive opportunities.”*

#### Luke Anear (TMIHS)

*Founder and CEO of SafetyCulture*

From private investigator to the entrepreneur behind the next ‘Atlassian’ worth $440M.

Strategy #22: Rules are usually created retrospectively. They’re usually based on something that went wrong before. And that’s why we don’t focus on compliance but rather adaptation to the future by helping people be better.

We’re seeing now that instead of crisis management for companies where you respond when something goes wrong, it’s all about how you can build brand immunity through what you do every day. Asking what are the micro-behaviours that we as the company need to build every day so that we’re building immunity to crisis rather than waiting for crisis to happen to then manage it?

And this starts from every layer of employee upwards to the leaders of the organisation. Every single % adds up.

*“That’s the place we live in - how do we help people be better? And if you get that right, everything else follows.”*

#### Tim Fung (TMIHS)

*Founder and CEO of Airtasker*

The young entrepreneur behind the company that disrupted the entire Australian workforce.

Strategy #23: The biggest mistake we’ve made along the way is that we took too long to build up our people’s operation. We had a mindset that if we had less people in the organisation, we could save more money.

But actually what you realise over time is that every person, every hire, is an investment that is going to make you money. Figure out a way to optimise for that. Then hire as many people as you can. And then get them to make as much money for the company as you can.

And one way to optimise that is by keeping a high talent bar. That doesn’t mean lots of interviews but keeping a high quality list of criteria that they must meet. Because in the end, you’re not spending money, you’re investing money into the future of your company.

*“You should not think of yourselves as winning if you’ve kept the costs low but whenever you hit a certain stage of growth, you need to scramble to go and fix that. Winning is growing the company in tune with your top line growth.”*

#### Daniel Flynn (Reboot)

*Co-Founder and Managing Director of Thankyou*

The social entrepreneur behind the massive movement in Australia to help end global poverty.

Strategy #24: When a crisis hits, what is it that you have to do as a business owner, a leader in your community? You have to be fast and you have to be lean.

That’s the startup mindset. It’s about operating like you’re in an environment that’s constantly changing and you have to be a hungry, lean, and fast learner. It’s about being comfortable with change and pivot. It’s about being humble and willing to learn.

Crises are never part of the plan. But it has to be in that moment. You have to pivot, you have to move. And you have to ask how can you get through this and then walk into the next future?

*“As leaders of businesses, teams or ideas, you have to stop and you have to go deeper. Because what if this is the next Ice Age? Are you ready?”*

#### Michelle Bridges (MIH Summit)

*Founder & CEO of 12WBT*

Australia’s most well-known health and fitness expert behind The Biggest Loser

Strategy #25: This is one of the most powerful keys to success every single business owner must be able to do. Stay consistent.

And how do you do that? Ask yourself, what can you sustain over the long haul? What excites you? What energises you? What fuels you? And what’s something that you can do consistently for a long time? Think back to who you were in the playground, who you were as a teenager, in your 20’s. What was the thing that really got you going?

Because once you find out the answers to those questions and link that back to your business or a new business, that’s the birthplace of consistency. And consistency is the most powerful thing in business and even in life. Sometimes, you need to look backwards to move forwards. So take a look.

*“The word there - “consistent” - it sounds boring and benign, but really, that’s the key.”*

#### SUCCESS STORY

[Scott McLaren](https://entourage.wistia.com/medias/kp6mgxyb6q)

Founder of Scott Electrics

One step away from shutting down to $150K a month

With the help of The Entourage, Scott:

* Went from averaging $70K a month to $150K a month during COVID-19
* Brought back all staff to full-time during the pandemic
* Changed from constantly tired and grumpy to the happiest he’d ever been

“Last month, my business was facing an imminent closure. We should have closed the doors. This month will be our biggest month in the history of the business and a bigger month than I ever thought we were capable of doing.

If we go back to the pre-Entourage days, I was stuck in a bit of a rut. I was the classic story of the tradie, the electrician that knows that he wants more, knew that I was capable of doing more. But I was not a very nice person to come home to in the evening. I was so caught up in keeping things going and making sure things happened that I was either always tired or be grumpy.

Whereas now I feel like I have a completely healthy life/work integration. These days, I don’t need to put on any facade because I’m probably the happiest I’ve ever been in my life ever. I’m so glad to have gone through this with The Entourage because it gave me the tools and it gave me the know-how and it gave me the contacts and it gave me everything else and not let it beat me.”

### Thank You

The attitude of ‘Make It Happen’ is one of the most invaluable attitudes you can approach life with, whether you’re just starting out or are 10 years down the track and stuck in a rut.

Thank you for taking the time to read through our compilation of advice from the top entrepreneurs in Australia. If you want to learn more, don’t forget to check out where these pieces of advice come from:

* The Make It Happen Show
* The Jack Delosa Show
* Reboot recording access
* Momentum recording access
* Unconvention recording access

If this has inspired you, take this as your opportunity to make your mark on the world and become the best version of yourself that you know you can be. This is the sign for you to take this once in a lifetime chance to start now.

It’s time for you to make it happen.

### Are you ready to make it happen?

#### Build a 7 or 8 figure business that works without you

If you want the exact blueprint and strategies that I’ve used to move hundreds of businesses from 6 & 7 figures to 8 figures, this course is for you.

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Get out of the trap of being the person doing everything in your business and start leading from the front. Achieve a sustainable and scalable growing business that can scale beyond you in this short course where you will learn:

* How to go from technician to entrepreneur
* How to move from start up to a scalable company
* How to change from doing to leading
* How to gain clarity from messy to core KPIs and drivers of business growth
* And how to become business owner, not just business operator

Want to build an 8-figure business?

Valued at $497, for a limited time, you can access this course for ONLY $19 today

ACCESS THE COURSE

**EXTRAS - not adding in the book**

Tobi Pearce

Advice #X: Fact: to achieve a degree of success in business, it’s going to take thousands of hours.

This is the notion of mastery. There isn't a shortcut to that. If you want to be world class at something, it’s going to take 10,000 hours and to spend 10,000 hours at any one thing deliberately, you must be incredibly disciplined.

This is what you signed up for as a business owner, as an entrepreneur.

*“You've just got to face it head on. This is what it's all about.”*

*Sam Wood*

Advice #X: If you don’t want to get swallowed up by competition or other cheap alternatives, follow this. Have a pretty damn good product and never try to be everything to everyone.

Give the market a premium offering, present it on a beautiful platform, and stay ahead of the curve by growing with the industry. And become specialists. For 28 by Sam Wood, there’s a lot of online fitness programs out there but none that are only at-home specialists. We are at-home specialists and we have always told people that it starts at home.

*“As a consumer in this space, you’ve got more choices than ever. For us, it’s a premium offering, great stuff on mental health, mindfulness, sleep, incredible nutrition offering, and great variety in workouts in a beautiful tech platform and really well served.”*

*Tim Fung*

Advice #X: Get really used to rejection when looking for investors.

This is because everyone has a different mandate and criteria to who they invest in. And there’s so many reasons why people will say no to you. Start to learn how to not internalize it and get emotionally invested in people’s rejections.

Start getting used to kissing a lot of frogs. That means getting out there, talking to a lot of people, expecting that not everyone will buy into what you’re selling, and not being offended by that.

*“Even if you have the red-hottest, greatest product ever, you’ll be lucky to bag 1 in 10 investors.”*

Advice #2: Every single area of your life is a direct reflection of the habits you have developed in that area of your life.

Audit your habits - your mental habits, your physical habits, your emotional habits and ask yourself, what is the current, most damaging habit that I engage in? If you can weed out that habit, it’s going to change your life forever.

And on top of that, if you can create more new habits that are in line with the person you want to become, in line with the highest vision of yourself, then you will set yourself up for incredible success. Because when you choose to take the difficult options and choose to live life head on instead of in comfort and ease, the 2nd, 3rd and 4th tier consequences will be incredibly positive.

*“What is now possible? Ask yourself, what is now possible in my life that was not possible 12 months ago? And open your eyes to today's possiblities, not yesterday's constraints.”*

#### Pauline Nguyen (TMIHS)

*Co-Founder of Red Lantern Restaurant*

The Spiritual Entrepreneur behind the world’s most awarded Vietnamese restaurant

Advice #15: If you want to succeed in a tough and tumultuous industry like hospitality as Red Lantern has, you need to stay relevant and remain interesting.

After 20 years in business, there are a lot of lessons and one of the most important, especially in regards to media coverage, is remaining interesting. What you do, what your business does, and what your team does are all what will propel your business to the forefront of people’s attention.

And how do you remain interesting? Do interesting things. You can’t be an interesting person with interesting stories to share with the world unless you do interesting things. And that’s also when life becomes much more juicy.

*“We need to remain interesting so that the media, the public, our customers always have something to look forward to and pay attention to. We’ve had a lot of free media coverage.”*

Success story:

* /[Sam Short](https://entourage.wistia.com/medias/sentmlzbx8): there’s definitely been times where a little bit of self-doubt has kicked in and you start to question your worth. But coming to The Entourage, and especially to retreats like the ones that The Entourage hold, speaking with a lot of the different members, you realise that you’re not that far off than what you actually think. It actually gives me quite a lot of confidence. I feel we’re now in a position that’s stronger than we’ve ever been so we’re now not in damage control. And the fact that we’re around like-minded people that are going through the same sort of things, you have really good meaningful conversations and just feel as though we’re on the same page, going through the same stuff. Even the confidence that I now have as a leader and as a person, is directly translating to the business.
* I’m not someone that normally signs up to things. I’m not even someone who really goes to conferences and stuff but dive in, you’re missing out. Just do it.

# PODCAST CTA:

**Podcast mid-CTA for ebook:**

Hi everyone, this is Stev, Head of Entrepreneurial Development at The Entourage. I’m just hopping in here to let you know that we, the team behind The Make It Happen Show, have got something special just for you. The TOP entrepreneurs in Australia have contributed to our newest, easy-to-digest book, sharing all of their best advice and strategies with us to help YOU make it happen in business this year. Covering everything from Marketing Mastery to Millionaire’s Mindset, all you have to do is go to [www.the-entourage.com/podcast-ebook](http://www.the-entourage.com/podcast-ebook) to download for FREE. Right, let’s get back into the show.

**Podcast end-CTA for ebook:**

Hi everyone, this is Stev, Head of Entrepreneurial Development at The Entourage. Thanks for tuning into this episode of The Make It Happen Show. As you know, our mission here at The Entourage is to empower entrepreneurs with everything they need to build a great business and live a meaningful life. And we want to do that more of that for you too beyond what you’re learning from the show. The TOP entrepreneurs in Australia have contributed to our newest, easy-to-digest book, sharing all of their best advice and strategies with us to help YOU make it happen in business this year. Covering everything from Marketing Mastery to Millionaire’s Mindset, all you have to do is go to [www.the-entourage.com/podcast-ebook](http://www.the-entourage.com/podcast-ebook) to download for FREE. Thanks for listening and we cannot wait to introduce you to the next guest on the next episode.

Content ideas:

* Direct promo of the ebook - e.g. <https://www.instagram.com/p/CCDaNGgh0Z_/> or <https://www.instagram.com/p/CJ-vSXZhVwS/> or <https://www.instagram.com/p/CJfUt6yhGQR/> or <https://drive.google.com/file/d/1ya52ynRDWIHLdRNjnAYBht1TDInvFpsV/view?usp=sharing> or
* Learning outcomes of the ebook as a direct promo of ebook e.g. <https://www.instagram.com/p/CJhxn_DnkAN/>
* Infographic - comparison e.g. <https://www.instagram.com/p/CCvDx-wnvq5/> or <https://www.instagram.com/p/CDGSbyeJo4Y/>
* Google search e.g. <https://www.instagram.com/p/CC3KCsQMInt/>
* Compilation microvideo of a few of the best pieces of advice
* Compilation carousel of a few of the best pieces of advice
* Compilation of 1-2 of the best pieces of advice from each theme
* Pain points from each of the themes - with the solution in the ebook e.g. <https://drive.google.com/drive/folders/1KIE4maEygqKACiSH_TqyroZLoowrsuVB>
  + Or pain points from different stages of the avatar depending on pieces of advice we have?
* Quote cards from advice
* The qualities that 7, 8 and 9 figure business leaders have - Pauline, Luke, Daniel advice
* Tony Nash’s journey
* Hi Smile’s journey
* Why you shouldn’t focus on community growth on Facebook & Instagram - Jules Lund’s advice
* What an MVP is - Taryn’s advice

What to determine:

* Other pieces of content
* Main messaging for promo of ebook
* Frequency of promo
* Length of promo

|  | **Tue 09/03** | **Wed 10/03** | **Thu 11/03** | **Fri 12/03** | **Sat 13/03** | **Sun 14/03** |
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