

ENTREPRENEUR'S WORLD

THE MAGAZINE

**Entrepreneur Spotlight –
Françoise Bettencourt Meyers**

**Bare-Bones Startup: How to Start a
Business When You're Nearly Broke.**

**What Successful Entrepreneurs Do To
Achieve Greatness**



The Multitasking Entrepreneur

An online
Magazine for
Entrepreneur
Enthusiast



Table of Content

- *Featured Story – The Multitasking Entrepreneur? Pg 3*
- *Bare-Bones Startup: How to Start a Business When You're Nearly Broke Pg 12*
- *Execution Skills Pg 25*
- *Meet Françoise Bettencourt Meyers Pg 29*
- *What Successful Entrepreneurs do to Achieve Greatness 37*
- *About BBV2M LLC Pg 50*

About Entrepreneur's World

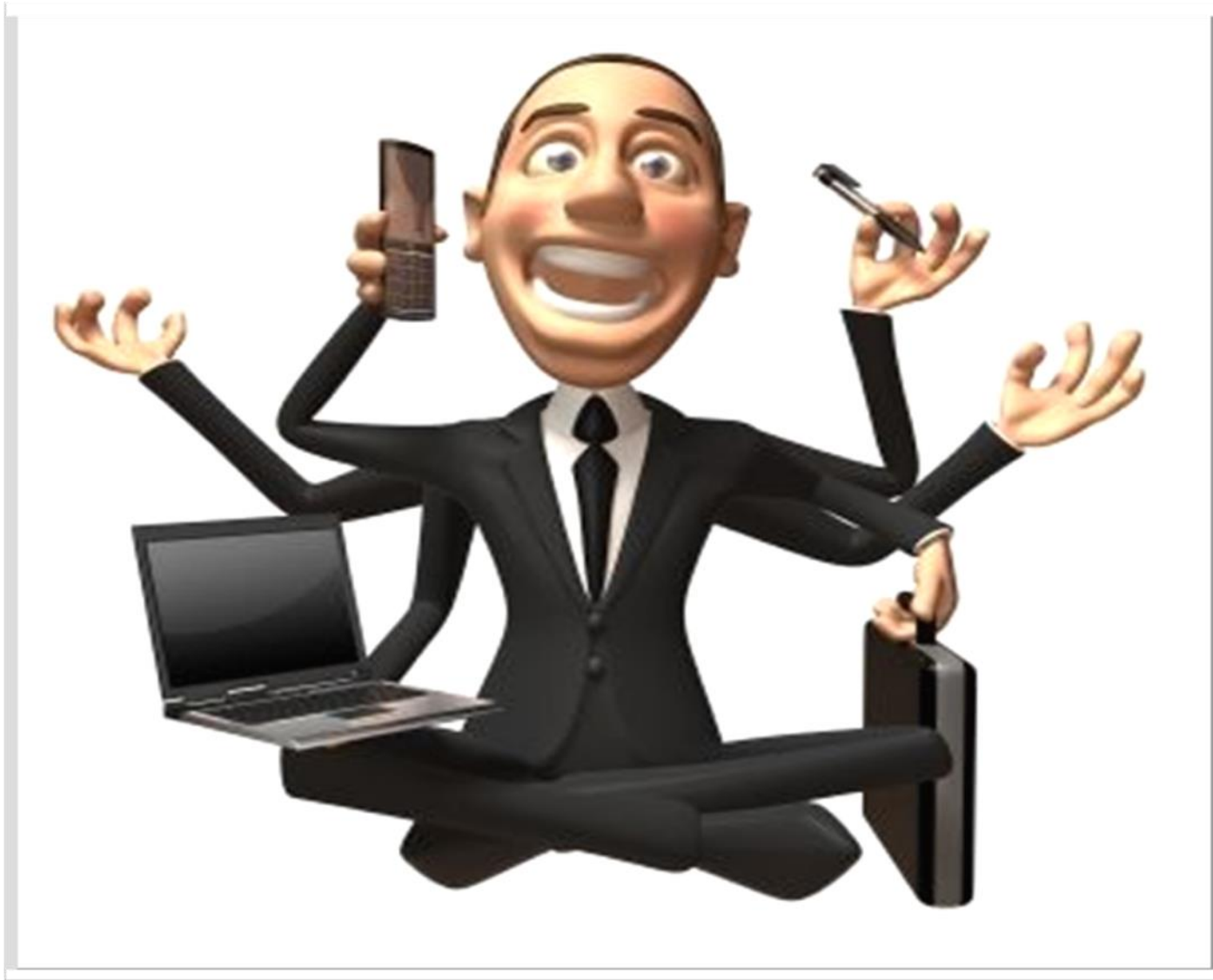
Welcome to Entrepreneur's World by BBV2M-Media.



Our information is designed to give insight and motivation to current, future and anyone with interest in being an Entrepreneurs. Stories, advice, quotes and anything that can help you be the best entrepreneur you can be.

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The Multitasking Entrepreneur

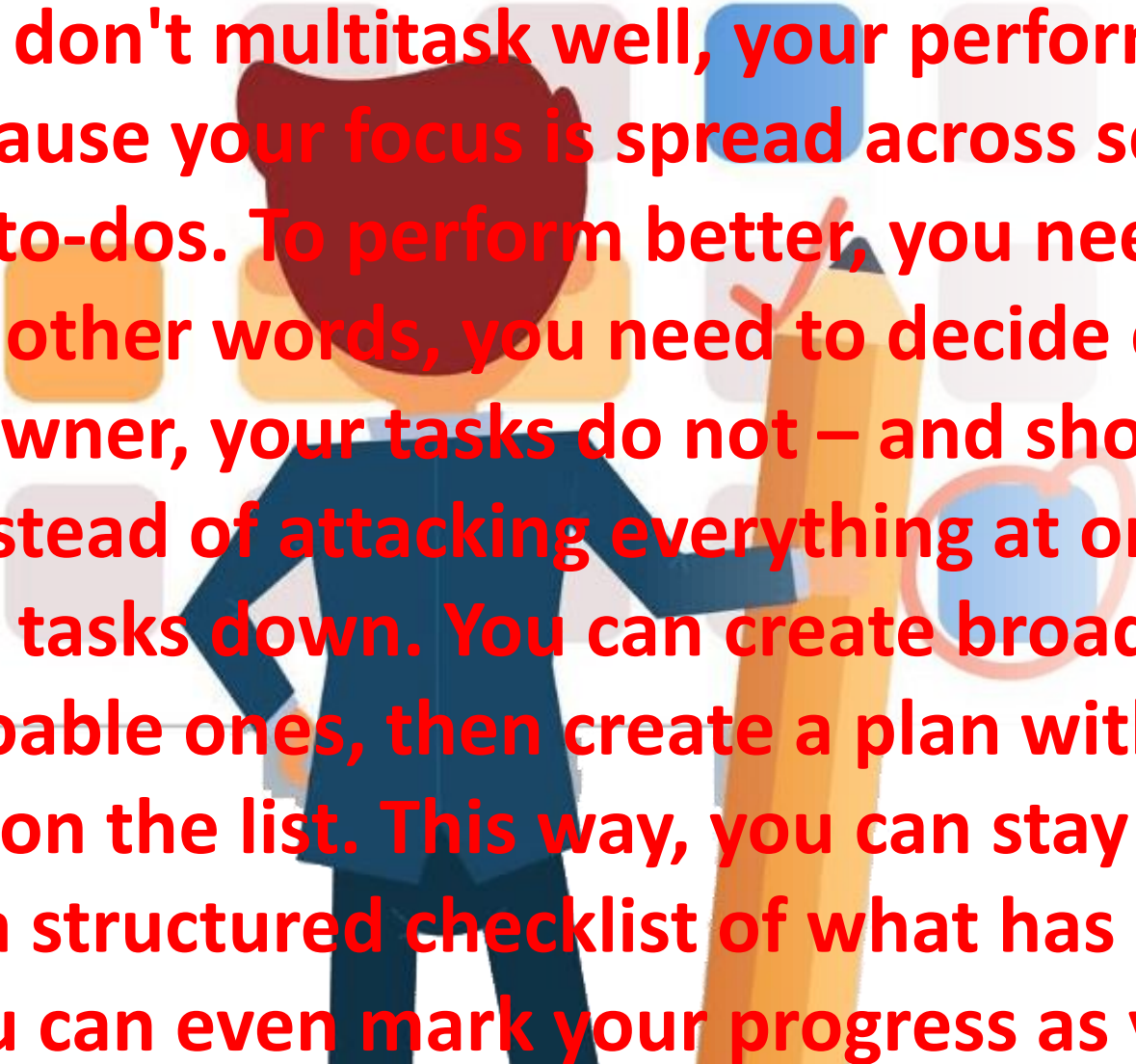


- The secret to multitasking isn't in trying to do everything at the same time; instead, it's about doing things effectively. For some, this might mean being productive, but when you are a business owner, you might want to look at your tasks and reconsider what productivity actually means. For instance, spending a month on getting your business website up and running might sound productive, but what if you then have to tweak and fix bugs for the next six months? Would it instead be better to give yourself three months, working through pre-determined and scheduled phases for the services you will be offering? These are important questions to consider, as productivity shouldn't equate to burning yourself out early on. It's about completing tasks effectively, rather than in bulk. Here are some essential concepts and approaches that can enable you to multitask better:

PLANNING

1. Plan Well and Set Priorities

When you don't multitask well, your performance will inevitably drop. This is because your focus is spread across several tasks, torn between ideas and to-dos. To perform better, you need to focus on one thing at a time. In other words, you need to decide on your priorities. As a business owner, your tasks do not – and should not – carry the same weight. Instead of attacking everything at once, take the time first to write your tasks down. You can create broad goals and fill them with smaller, doable ones, then create a plan with realistic deadlines for each item on the list. This way, you can stay focused for longer, and you have a structured checklist of what has been done and what hasn't. You can even mark your progress as you move along.

A stylized illustration of a person with dark hair, wearing a blue suit, standing with their back to the viewer. They are holding a large, yellow pencil vertically. The background is white with faint, semi-transparent icons of a calendar, a lightbulb, a speech bubble, and a magnifying glass.

2. Manage Your Time Carefully

Now that you have a plan, you need to manage your time effectively. There are several ways to do this, including time-blocking, which is deciding in advance what you will be doing for each part of the day. For example, between 8 am and 9 am, you could be checking and responding to emails, while from 9 am to 10 am, you might be conducting progress reviews with your team members. Some entrepreneurs even time-block their entire day, including sleeping times, meals, and personal errands. In today's digital world, you don't even need to keep a diary to hand, either. There are numerous time management apps available that can help you get a hold of your schedule.

3. Reset and Reboot

Entrepreneurs are often told that their business should be a 24-hour obsession, but the reality is that working endlessly will only result in exhaustion and, eventually, burnout. Multitasking requires large amounts of brain activity, and if you push things too far, you will focus less and perform your tasks inefficiently. Therefore, it's vital to give yourself short breaks. There are several study-backed concepts you can apply here, such as the 52:17 method, or the Pomodoro Technique; the key is to find a method that suits you, and stick to it. Whatever you choose, don't deny your brain the break that it needs. By asserting that you will complete "just one more task", you will get tired faster, your focus levels will reduce, and you will start postponing the tasks you included in your priorities list. You might feel as though you are wasting time when so many things need to be done, but taking breaks will always enable a better end result.

REBOOT



4. Drop the Distractions

Procrastination is an affliction that affects everybody, but it is particularly dangerous for entrepreneurs. Constant distractions from phone calls, text messages, and emails will result in zero focus – and lots of frustration. Instead, put a sign on your door asking people not to enter during specific times, silence your phone and close your inbox. Of course, it's important that you are reachable, but if you find that you are not getting anything done, it might be time to head "off the grid" for a little while.



5. Group Similar Tasks

When taking a quick look at your plan, you may notice tasks that are similar in nature, such as contacting suppliers and vendors. These can be grouped, which may save you some time. That way, you get the sense of having achieved more and will feel less jarred when switching between tasks.



6. Set Realistic Goals

Consider the following scenario. You create a plan and list the tasks that you need to do, but by the end of the day (or week) you are still unable to tick anything off. This could mean that there have been too many distractions, but it's more likely that you have set yourself unrealistic tasks and deadlines. Instead, try to divide each large task into smaller segments and set yourself a more achievable timeframe. This way, you can get more done, and you will feel much better when you see your to-do list getting shorter.



SUCCESS

Bare-Bones Startup: How to Start a Business When You're Nearly Broke

by Danielle Antosz



TOP NEWS TODAY



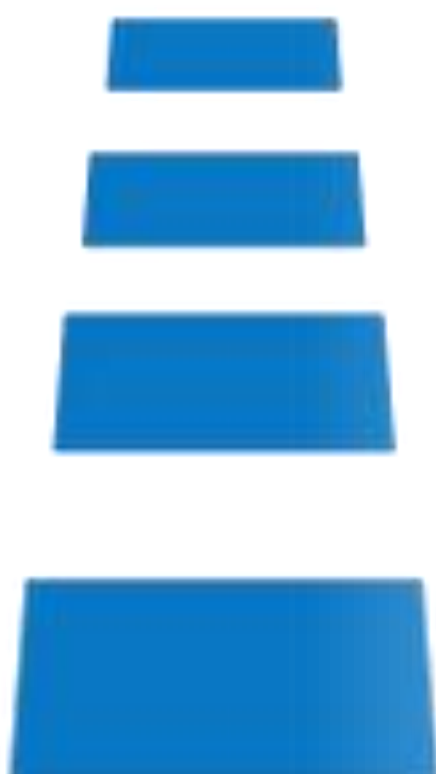
- Want to start a business but don't have VC funding or access to a business loan? Stories of startups with million-dollar funding seem to dominate our newsfeeds, but overall venture capital volume is actually falling.



- If you're broke but want to start a business, you're in good company. In fact, you might be better off, because starting slow allows you to validate your idea, spend time testing, and make mistakes before the risks are high.

GETTING STARTED

- Here's how to get started.





1. Choose a low-cost business idea

• Not all businesses can be started on a shoestring budget. If you're looking to launch advanced tech or release a groundbreaking drug, you'll need funding from somewhere. But many businesses can be started with little to no funds.

Here are a few ideas:

- **Service-based businesses:** Businesses like pet sitting, dog waste removal, gutter cleaning, marketing services, or tax advice don't require you to purchase stock and have limited start-up costs.
- **Drop-shipping-based selling:** Drop-shipping means someone else holds your stock and ships it for you when customers purchase. This requires less start-up funding.
- **Digital sales:** Virtual products only have to be created once and can be sold again and again. Books, worksheets, and online training can all be

2. **Validate your business idea before investing resources**

Before spending months building a business, find out if people will actually buy the product or service you want to sell. Research the search volume of the names of products or services using a marketing tool. If no one is searching for those products, they are unlikely to sell.

Customer validation interviews, where you ask prospective customers about their preferences, can also gauge interest in your offering. Look at the size of the market and potential competitors to see if your idea has legs.

**Validating
Business**



**A quitter never wins and
a winner never quits.**

Napoleon Hill

Free Online Social Media Tools You Need for Your Business

3. Use free tools to build up an online presence

Use free tools, like social media and Google My Business, to build an online presence. Facebook, TikTok, X, and Instagram can all help you reach potential customers. Create interesting, engaging content, and look for ways to connect with your audience.

Google My Business is a free service that lets you create a profile for your business, and add your hours, location, services, and pictures. This makes it easy for potential customers to find you.



ALTERNATIVE FUNDING

4. Seek alternative funding sources

If you need funding, some opportunities don't require selling parts of your business or spending time on VC funding pitches. Crowdfunding and SBA loans can provide funds you can use to build or grow your business.

Depending on your business model, pre-selling may also be an option. For example, you can both validate your business idea and get funding by offering pre-orders for a book, digital file, or innovative product. Just make sure customers know when the product will be available.





5. Trade services with other small businesses

Ninety-nine percent of businesses in the U.S. are small businesses, so there's a good chance there's another small business that offers a service you need and will be willing to trade.

For example, if you offer IT support, you could trade troubleshooting a computer issue for a company's extra office furniture. If you're looking for space at a co-working office, you could offer to clean the office in exchange for a place to work.



Final thoughts

Starting a small business doesn't have to be expensive. Use these ideas to keep costs low and re-invest profits in your business. If you need funding, consider taking out a business loan from a reputable lender. Just make sure to compare rates, so you don't pay more interest than necessary.



**Entrepreneurs don't finish
when we are tired. We
finish when we are done.**

Robert T. Kiyosaki

entrepreneur

act

facilitator

think

goal open authentic attitude profit audacious selfbelief starter resilient integrity challenging action autonomy honest focus responsible lead growth maximise business confidence versatile talent passionate congruent positive opportunities sales purpose building future trust self perspective motivated priority



Execution Skills



- **What are execution skills?**

- Execution skills are the abilities required to perform a certain task or complete company goals. These skills usually involve organization, motivation and time management. Execution is a skill on its own, but you might often use it in conjunction with other skills, including:

- **Attention to detail:** This refers to completing tasks thoroughly and accurately, regardless of what the task is. For example, if you're an editor, you can use attention to detail skills edit writing without making many mistakes.

- **Communication:** This skill is how you convey messages to others through speaking or writing, which requires active listening and clear language. Execution skills may require you to speak with your team to ensure that everyone knows how to complete their tasks.

- **Delegation:** If you're a manager or working in a group, then you can use this skill to divide roles and responsibilities to your team so that you can complete a task quicker and more efficiently. Delegation can also refer to giving team members certain tasks based on their skills and talents to increase workplace productivity.

- **Collaboration:** You can use collaboration to work with your team to complete a common goal or task, such as presenting data, writing a report or planning an event. Collaboration allows employees to express and share different ways that they could complete a task, which can help them create a plan and finish the project.

- **Alignment:** Alignment means ensuring that the components of a task or group are similar and work well together so that a process runs smoothly. For example, if your team uses alignment skills, then you can make sure that you coordinate your processes, objectives and schedules to increase standardization and efficiency.

- **Problem-solving:** This is how you observe and evaluate a problem to think of actions you can take to resolve the issue. Problem-solving is a part of execution skills because you may have to analyze challenges in your tasks and devise ways you can complete them with your team.

Here are seven ways to improve your execution skills:

1. Create a plan

Having a plan can help you divide your task into smaller portions so you can work on different components of your plan until you finish it. Planning can also ensure that you and your team are aware of how you're going to execute the strategy. If everyone knows what their responsibilities are, then you may have a better chance at completing the task on time. To create a plan, define objectives with your team and think of steps you can take to complete them.

2. Set goals

Another way to help improve your execution skills is to set goals for you and your team. Setting goals can help you execute both short- and long-term plans, and you can set weekly, monthly or even yearly goals for yourself or your team.

3. Encourage teamwork

You can also encourage teamwork to help improve your execution skills in a group setting. Working as a group can increase how fast you complete tasks.. You can do this by evaluating employees' skills to see who could complement each other's abilities.



4. Resolve conflicts

While you work, challenges may arise. This is a natural part of any work process, and it's best to resolve any conflict to help improve your execution skills and maintain productivity. Critical thinking and problem-solving skills can help you think of ways to resolve conflicts. For instance, if two employees are having a hard time working together, a simple solution would be to let them work with other people who have similar work styles. Doing so might also increase execution skills because people who work well together are typically more productive.

5. Hold yourself accountable

Being accountable means taking responsibility for your actions. If you set a goal or create a plan, for example, try to adhere to it. Doing so can help you execute the task efficiently.

6. Provide resources

To execute a goal or task, you typically need the proper resources and materials.

7. Give feedback

As you and your team members are executing a job, try to give each other constructive feedback. This means that you show appreciation for one another's work while providing helpful tips for improvement. Providing feedback can help motivate, which can increase productivity in the workplace. If they implement your tips for improvement, then they may work more efficiently, which can also help improve their execution skills.





Meet
Françoise
Bettencourt
Meyers

L'OREAL
MAKEUP DESIGNER/PARIS



L'ORÉAL
PARIS

Françoise Bettencourt Meyers is a French businesswoman, philanthropist, writer, pianist and billionaire heiress, one of the richest woman in the world, with an estimated net worth of US\$75.3 billion according to Forbes.



Francoise Bettencourt Meyers, the granddaughter of the founder of L'Oreal, is the richest woman in the world. Bettencourt Meyers and her family own around 33% of L'Oreal stock.



She has served on L'Oreal's board since 1997 and is chairwoman of the family holding company. She became France's reigning L'Oreal heiress in 2017 when her mother Liliane Bettencourt, then the world's richest woman, died at age 94. Bettencourt Meyers also serves as the president of her family's philanthropic foundation, which encourages French progress in the sciences and arts. Together, L'Oreal and the Bettencourt Meyers family agreed



Together, L'Oreal and the Bettencourt Meyers family agreed to donate \$226 million to repair Notre Dame Cathedral following the April 2019 fire.



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LANCÔME
PARIS

Kiehl's
SINCE 1851

shu uemura

RALPH LAUREN

DIESEL

L'ORÉAL
PARIS

NYX
PROFESSIONAL MAKEUP

Dark
and
Lovely
COSMETICS

L'ORÉAL
PROFESSIONNEL

LA ROCHE POSAY
LABORATOIRE DERMATOLOGIQUE

VICHY
LABORATOIRES

 matrix

YVES SAINT LAURENT

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KÉRASTASE
PARIS

SKINCEUTICALS
ADVANCED PROFESSIONAL SKINCARE



The Anatomy of An Entrepreneur



What Successful Entrepreneurs Do To Achieve Greatness

By Melissa Houston





1. Cultivate a Clear Vision

Successful entrepreneurs clearly visualize the outcome. This vision guides them, helping them stay focused and motivated. They take the time to define their goals and understand the impact they want to make in their industry or community. This clarity not only drives their actions but also inspires their team and stakeholders.

2. Embrace Continuous Learning

The business landscape is ever-evolving, and successful entrepreneurs know the importance of continuous learning. They stay curious, seek out new knowledge, and are always on the lookout for opportunities to improve their skills. Whether it's through formal education, reading industry-related materials, attending conferences, or networking with other professionals, they invest in themselves through learning to stay ahead of the curve.



3. Build a Strong Network

Networking is a critical component of entrepreneurial success. Building strong relationships with mentors, peers, investors, and customers can open doors to new opportunities and provide invaluable support. Successful entrepreneurs understand the power of a robust network and actively cultivate meaningful connections. They seek out mentors for guidance, collaborate with peers for innovative ideas, and engage with customers to understand their needs better.



4. Adapt and Pivot

The ability to adapt and pivot makes a successful entrepreneur. Change is constant as economic circumstances change, customer's tastes change, and new competitors emerge. Entrepreneurs who thrive are those who can quickly adjust their strategies and pivot their business models to stay relevant. They embrace change as an opportunity rather than a setback and are not afraid to take calculated risks to pursue new directions.



Value

5. Focus on Value Creation

- **Successful entrepreneurs prioritize value creation over short-term gains. They focus on building products and services that genuinely solve problems and meet the needs of their customers. By delivering exceptional value, they build a loyal customer base and establish a strong market presence. This customer-centric approach ensures long-term sustainability and growth.**

CREATION



6. Maintain Resilience and Perseverance

The entrepreneurial journey is filled with highs and lows. Resilience and perseverance are essential traits that successful entrepreneurs cultivate. They view failures as learning experiences and are undeterred by obstacles. Their unwavering determination to overcome challenges and achieve their goals keeps them moving forward, even in the face of adversity.



7. Develop Effective Leadership Skills

- Successful entrepreneurs are effective leaders who can inspire and motivate their teams. They lead by example, communicate their vision clearly, and create an inclusive and collaborative work environment. Their leadership style fosters innovation, accountability, and a shared sense of purpose among their team members.



8. Manage Finances Prudently

Strong financial management skills are a non-negotiable for business success.

Entrepreneurs who excel understand the importance of budgeting, forecasting, and managing cash flow. They make informed financial decisions, seek out funding opportunities wisely, and invest in areas that will yield the highest returns. Prudent financial management ensures the stability and growth of their business.




9. Prioritize Health and Well-being

The demanding nature of entrepreneurship can take a toll on one's health and well-being. Successful entrepreneurs recognize the importance of maintaining a healthy work-life balance. They prioritize their physical and mental well-being by incorporating regular exercise, healthy eating, and mindfulness practices into their routines. A balanced lifestyle enhances their productivity, creativity, and overall effectiveness.



- The bottom line is that the path to entrepreneurial success is multifaceted and requires a combination of vision, adaptability, resilience, and effective leadership. By cultivating these qualities and embracing continuous learning and value creation, aspiring entrepreneurs can navigate the challenges and seize the opportunities that come their way. The journey may be demanding, but the rewards of building a successful and impactful business are well worth the effort.



A person wearing a dark, heavy jacket is seen from behind, climbing a dark, craggy rock face. The person's hands are visible as they grip the rock. The background is a soft, hazy blue-grey, suggesting a sky or mist. The overall mood is one of determination and challenge.

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**ANYTHING IS POSSIBLE FOR
THOSE WITH A DREAM, A PLAN
& THE WILL TO MAKE IT HAPPEN**

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Our vision is to be the best in helping all people excel in all aspects of life. Our Mission - Vigilant in our Non-Profit, Extraordinary in our Media Delivery and Timely in our Youth and Adult Development. Our Branding includes: Brothers Brooks Vision 2 Mission LLC® BBV2M-Media, The Wallaroos Learning and Adventures LLC, EEP, What If? Just A.S.K.®, W.I.J.A.-What If? Just A.S.K.® W.I.J.A.-NNECT, BBV2M Professional Development, RodTV65, Entrepreneur's World, W.I.J.A.-2BA Christian, Books by Author Rodney D. Brooks, and BBV2M LLC Non-Profit





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