



What If? Just A.S.K.

The Magazine

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• **Spring 2021**

What If? Just A.S.K.

Spring [2021]

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1

The Philosophy

An understanding of the principles behind What If? Just A.S.K.

2

Key Skills

Skills needed during the COVID-19 Crisis

3

Occupational Spotlight

New section that will spotlight different occupations. This issue spotlights the occupation of Advertising, Promotions, and Marketing managers

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1 The Philosophy

Rodney D. Brooks
and Breanne Brooks



We believe the A.S.K. tool is essential in helping individuals to think of and look at alternatives. We believe that forward thinking drives ultimate success. We also believe that without a fundamental methodology that it is possible to stay focused.

What If?

What if you could change, improve, or become an influence in those things you desired to embark on? Would you do it? If someone asked you how would you do it, could you tell them how?

Ask the Question

We dare you to ask yourself the question: “What if I could be or do whatever I dreamed of or felt inspired to do?” Everything starts with a question. The question is what challenges, motivates, and inspires you to take action. If you are not inspired to action, then action will not be taken. Since the question is “What if?,” then you are automatically challenged to see other alternatives or a better way of doing or envisioning things. So ask yourself...

“What If I...?”

Seek the Answer within Yourself First, and Then Use Your Resources

Challenge yourself to answer the question. The question is going to drive your passions and your beliefs, which mean the answer is going to come from within you. Seeking the answer from within also drives the “how.” The how is what stimulates your mind. This is what helps you to understand yourself and your passion for wanting to be the best, improving the situations that you want to see improved, and inspiring others around you to do the same. Your resources become a validation of what you may already have discovered within yourself. Your resources may also challenge you to think of other questions and to dig deeper into your question and its solution.

Know and Believe In Your Abilities

If you do not know and understand your abilities, then no one else will. No one knows you better than you. No one knows what you are passionate about and your dreams better than you. You can ask the question and answer the question. However, if you don’t believe that you can fulfill your dreams and do those things that you are passionate about or change those things that you would like to see changed, then it is time to start over and re-evaluate the question. Knowing and

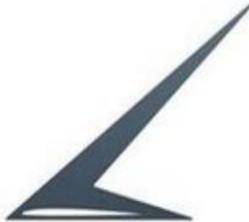
believing in your abilities also helps you to improve on those abilities. It pushes you to be the best that you can be and it drives honesty within yourself. No one automatically has all the skills to reach their dreams or make the changes that they desire. It takes work, hard work. That work starts with learning and then constantly improving on those things that you need to improve on or make better and stronger. A better you means a better person for society! Now that you know the recipe for your success, your change, and your dreams; just A.S.K. and dare to make a difference!



Founders Rodney D. Brooks and Breanne E. Brooks



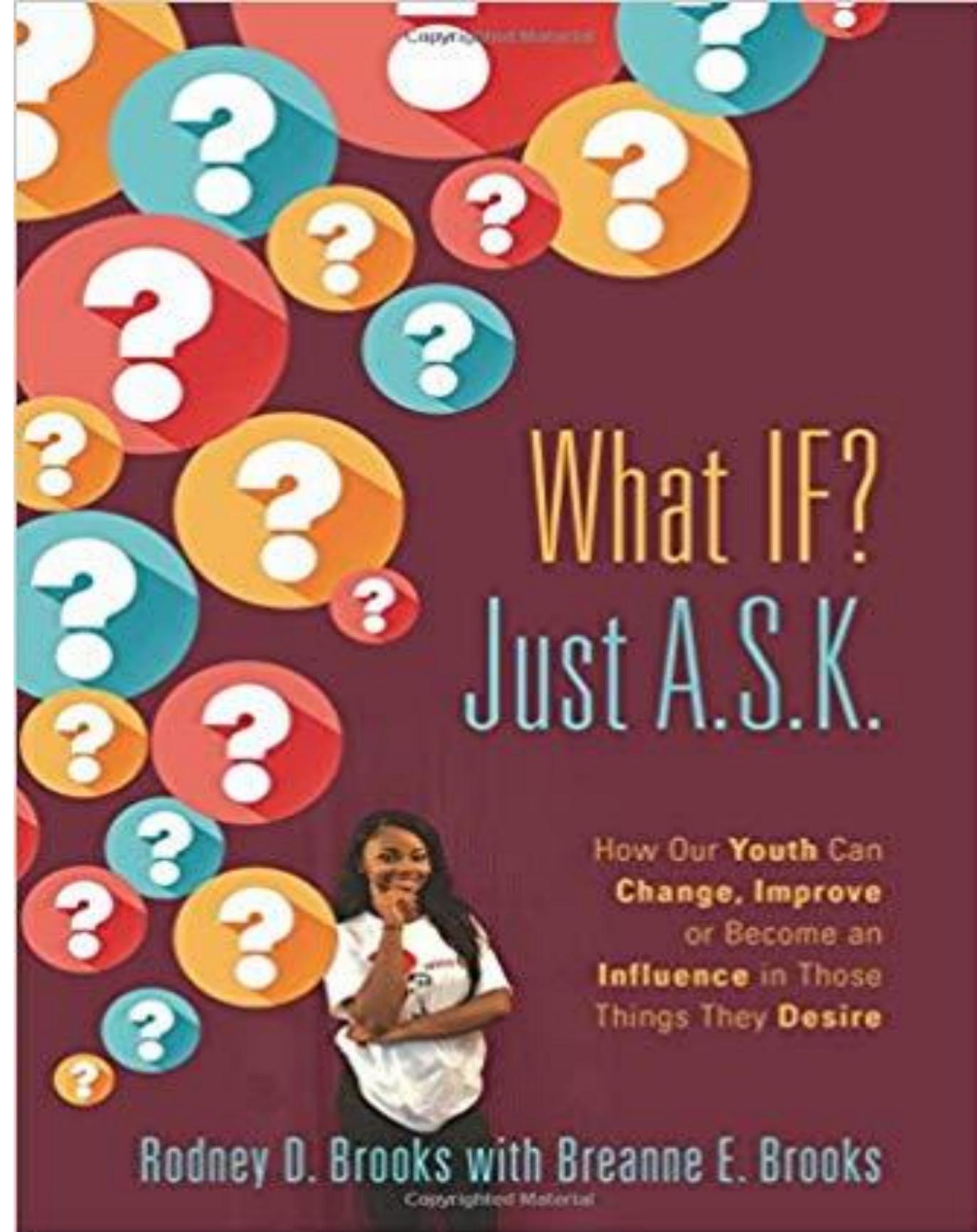
SOMETIMES
THINGS MAY
SEEM
CONFUSING.
HOWEVER,
WHEN YOU
FOLLOW YOUR
DREAMS,
THINGS BECOME
CLEARER!!!



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<https://www.whatifjustask.com/wija-nnect-career-center-1.html>

Available online at Amazon, Barnes & Noble and other retailers

2 College career service offices a great resource for job-hunting, first-generation students and recent grads

by Steven Rothberg



First-generation students may be at a disadvantage when searching for part-time, seasonal, internship, and entry-level jobs. Yet these students can minimize or even reverse these disadvantages or even reversed them. How? By working closely with the professionals in their college career centers.

I recently reached out to some career experts to pick their brains about how first-generation college students can find new part-time, seasonal, internship, and entry-level jobs. Why? Because College Recruiter believes that every student and recent graduate, including first-generation college students, deserve great careers.

I was grateful to hear from two experts who work for the Career Development Center at Mount Holyoke College. The school's mission is to provide an intellectually adventurous education in the liberal arts and sciences through academic programs recognized internationally for their excellence and range; to draw students from all backgrounds into an exceptionally diverse and inclusive learning community with a highly accomplished, committed, and responsive faculty and staff; to continue building on the College's historic legacy of leadership in the education of women; and to prepare students, through a liberal education integrating curriculum and careers, for lives of thoughtful, effective, and purposeful engagement in the world.

Roshonda DeGraffenreid, Senior Associate Director, External Relations, strongly recommended that first-generation students make good use of the services provided by their college's career center office. "College career centers are in a position to offer guidance to first-generation college students during and after their college experience. Through career exploration and experiential learning, career advisors help them to broaden their perspectives and career possibilities.

Jennifer Watermill, who manages the

career exploration and experiential learning team, added some helpful definitions. "Career exploration is the practice of both understanding yourself (your values, interests, strengths, and personality) and exploring all of the possible careers that you could pursue, in the interest of identifying careers that will be satisfying and meaningful to you. Experiential learning is, simply put, learning through experience. Students engage in real-life activities while purposeful reflecting on how those activities enrich their academic studies as well as building skills, abilities, and self-awareness. Internships, research, study abroad, volunteering, student jobs, student government, and athletics are all examples of activities that can all be utilized for this purpose."

"Career centers also provide access to professional networks and mentoring opportunities with alums and employers", continued Roshonda. "In doing so, first-generation college students are able to build meaningful relationships and experiences that will support them in obtaining their post-graduate goals.

Continued on page 8



Its not always the brick that you lay
that drives lasting success but the
binds that keeps them together no
matter what comes your way.

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College career service offices a great resources for job-hunting, first-generation students and recent grads continued

Career exploration and experiential learning connect academic work with high-impact experiences through identifying a student's individual skills, values, and career interests. Examples of high-impact experiences are internships, undergraduate research, laboratory and field experiences, capstone projects, studying abroad, & involvement in student organizations.”

Bottom line? Work closely with your career services office to understand your career-related goals, create a plan for reaching those goals, and then execute on that plan by, as said by Jennifer, using “experiential learning to ‘try on’ potential careers through activities such as internships and research.”



3

Occupational Spotlight

What are Advertising, Promotions, and Marketing Managers?

Advertising, promotions, and marketing managers plan programs to generate interest in products or services..

Many of these workers are employed in advertising agencies or in corporate or regional managing offices.

How to Become an Advertising, Promotions, and Marketing Managers

A bachelor's degree is required for most advertising, promotions, and marketing management positions. These managers typically have work experience in advertising, marketing, promotions, or sales.

Pay

The median annual wage for advertising and promotions managers was \$133,460 in May 2020.

The median annual wage for marketing managers was \$142,170 in May 2020

Job Outlook

Overall employment of advertising, promotions, and marketing managers is projected to grow 6 percent from 2019 to 2029, faster than the average for all occupations. Advertising, promotions, and marketing campaigns will continue to be essential for organizations as they seek to maintain and expand their share of the market.





Occupational Spotlight continued

What Advertising, promotions, and marketing managers do?

Advertising, promotions, and marketing managers plan programs to generate interest in products or services. They work with art directors, advertising sales agents, and financial staff members.

Duties

Advertising, promotions, and marketing managers typically do the following:

Work with department heads or staff to discuss topics such as budgets and contracts, marketing plans, and the selection of advertising media

Plan promotional campaigns such as contests, coupons, or giveaways

Plan advertising campaigns, including which media to advertise in, such as radio, television, print, online media, and billboards

Negotiate advertising contracts

Evaluate the look and feel of websites used in campaigns or layouts, which are sketches or plans for an advertisement

Initiate market research studies and analyze their findings to understand customer and market opportunities for businesses

Develop pricing strategies for products or services marketed to the target customers

Meet with clients to provide marketing or related advice

Direct the hiring of advertising, promotions, and marketing staff and oversee their daily activities.

Advertising managers create interest among potential buyers of a product or service. They do this for a department, for an entire organization, or on a project basis (referred to as an account).

Advertising managers work in advertising agencies that put together advertising campaigns for clients, in media firms that sell advertising space or time, and in organizations that advertise heavily.

Advertising managers work with sales staff and others to generate ideas for an advertising campaign. They oversee the staff that develops the advertising. They work with the finance department to prepare a budget and cost estimates for the campaign.

Often, advertising managers serve as liaisons between the client and the advertising or promotion agency that develops and places the ads. In larger organizations with extensive advertising departments, different advertising managers may oversee in-house accounts and creative and media services departments.

In addition, some advertising managers specialize in a particular field or type of advertising. For example, media directors determine the way in which an advertising campaign reaches customers. They can use any or all of various media, including radio, television, newspapers, magazines, the Internet, and outdoor signs.

Advertising managers known as account executives manage clients' accounts, but they are not responsible for developing or supervising the creation or presentation of advertising. That task becomes the work of the creative services department.

Promotions managers direct programs that combine advertising with purchasing incentives to increase sales. Often, the programs use direct mail, inserts in newspapers, Internet advertisements, in-store displays, product endorsements, or special events to target customers. Purchasing incentives may include discounts, samples, gifts, rebates, coupons, sweepstakes, or contests.

Marketing managers estimate the demand for products and services that an organization and its competitors offer. They identify potential markets for the organization's products.

Marketing managers also develop pricing strategies to help organizations maximize their profits and market share while ensuring that the organizations' customers are satisfied. They work with sales, public relations, and product development staff.

For example, a marketing manager may monitor trends that indicate the need for a new product or service. Then he or she may assist in the development of that product or service and to create a marketing plan for it.

Job Outlook

Overall employment of advertising, promotions, and marketing managers is projected to grow 6 percent from 2019 to 2029, faster than the average for all occupations. Employment growth will vary by occupation.

Pay

The median annual wage for advertising and promotions managers was \$133,460 in May 2020. The median wage is the wage at which half the workers in an occupation earned more than that amount, and half earned less. The lowest 10 percent earned less than \$68,940, and the highest 10 percent earned more than \$208,000.

The median annual wage for marketing managers was \$142,170 in May 2020. The lowest 10 percent earned less than \$74,620, and the highest 10 percent earned more than \$208,000.

4 How college students can ace their Zoom video interviews for internships and entry-level jobs

by Steven Rothberg

For years, employers of college and university students and recent graduates have gradually shifted their recruiting strategies away from almost exclusively on-campus information sessions, career fairs, and interviews.

The shift didn't result in fewer students receiving offers or being hired. The shift did, however, result in a change in tactics and strategies, including how employers allocated their budgets. The cost of recruiting a student through on-campus interviewing is about \$6,275. Employers who shifted their emphasis even partially toward using more sources like social media and job boards like College Recruiter discovered that the average cost of hiring students online is about \$460 for professional and often below \$100 for hourly roles. It is little wonder, then, that many of the largest employers of students and recent graduates were already in the process of shifting more of their recruiting efforts online even before COVID-19 forced all of them to massively and, perhaps, permanently change their approach.

To successfully source candidates through online recruiting, employers typically advertise their job openings on leading job boards such as LinkedIn, Indeed, and College Recruiter. The ads may take the form of traditional, duration-based postings such as the \$75 for 30-days that College Recruiter charges or performance-based postings, such as paying something like \$0.25 to \$0.75 every time a candidate sees a posting on the job board and clicks to go to the employer's career site to, hopefully, apply. College Recruiter calls its cost-per-click (CPC) product, JobsThatScale.

One or more interviews are typically then scheduled once the student or recent graduate has seen the job posting, clicked to the employer's career site to apply through its applicant tracking system (ATS) software, and heard back from the employer. Before COVID, those interviews often consisted of an in-person interview at the employer's office. Now, in-person interviews are rare and have largely been replaced by interviews using Zoom, HireVue, Modern Hire, Google Meet, Skype, or other video service.

For the recruiter, a video interview is likely something that they have a lot of experience doing. Even a new recruiter has likely conducted dozens and more experienced have hundreds or even thousands under their belts. For the student or recent graduate, many are experiencing their first video interviews now, or perhaps have only completed a few. None of us are born knowing how to successfully interview by Zoom or other video platform, but there are some ways that will help ensure that the video interviews are successful:

First, at least 30- and preferably 60-minutes before your interview, completely power down (not just re-start) your computer, router, and modem. Almost all connectivity issues can be prevented by taking the few minutes necessary to do this. Almost nothing could be worse than your video or audio being garbled. Realistically, the recruiter or hiring manager will be interviewing multiple, well-qualified candidates. If your technology makes it hard for them, they're probably going to hire someone else.

Second, consider purchasing an external camera, microphone, or both. I use a 2019 iMac at work and it has an excellent camera, but the microphone is lacking so I purchased a used, Blue Yeti USB microphone. They're just under \$300 new on Amazon but I snagged one for \$50 on Facebook Marketplace. The sound quality is FAR superior to the built-in microphone on my desktop computer and so much easier for the person I'm talking with to understand what I'm saying.

Third, make your bed. Seriously, employers want to hire people who are thoughtful and well-prepared. If the room you're in is a mess and they see that, that's going to turn them off. Virtual backgrounds are often available through the video services, but they don't always work well. An option is to simply hang a solid colored bed sheet behind you. Oh, and don't sit with your back toward a bright light like a window. That silhouettes you and makes it hard for the other person to see your facial expressions. You want the light to be on your face, not the back of your head.

Fourth, and this is really hard for many people, don't look at the video on your screen. Computers typically have a little light beside the camera to serve both as a visual cue that the camera is on AND a place to focus on while talking with someone else. If you find yourself looking away from the light (and the camera beside it) and to the video, then close the video so the only thing to look at is the light. When I'm talking to someone on video and need to look them in the eye (look into the camera), what I typically do is shrink the size of the video so that I can barely see them and move that window to the very top center of my screen. That way, it is immediately under the camera. When I'm sitting a few feet back, it looks to the other person like I'm looking right into the camera and, therefore, into their eyes. Eye contact is very important to establishing trust. If you can't (or won't) look someone in the eye, they will often infer that you're hiding something. That's the kiss of death in just about any job interview.



5

What Is Perception?

Perception includes the five senses; touch, sight, sound, smell, and taste. It also includes what is known as proprioception, a set of senses involving the ability to detect changes in body positions and movements. It also involves the cognitive processes required to process information, such as recognizing the face of a friend or detecting a familiar scent.

Learn more about how we go from detecting stimuli in the environment to actually taking action based on that information.

Types of Perception

Some of the main types of perception include:

Vision
Touch
Sound
Taste
Smell

There are also other senses that allow us to perceive things such as balance, time, body position, acceleration, and the perception of internal states. Many of these are multimodal and involve more than one sensory modality. Social perception, or the ability to identify and use social cues about people and relationships, is another important type of perception.

How It Works

The perceptual process is a sequence of steps that begins with the environment and leads to our perception of a stimulus and action in response to the stimulus. It occurs continuously, but you do not spend a great deal of time thinking about the actual process that occurs when you perceive the many stimuli that surround you at any given moment.

For example, the process of transforming the light that falls on your retinas into an actual visual image happens unconsciously and automatically. The subtle changes in pressure against your skin that allow you to feel objects occur without a single thought.

Perception acts as a filter that allows us to exist and interpret the world without becoming overwhelmed by the abundance of stimuli.

Steps in the Perceptual Process

The Environmental Stimulus

The Attended Stimulus

The Image on the Retina

Transduction

Neural Processing

Perception

Recognition

Action

Impact of Perception

In order to see the impact of perception, it can be helpful to look at how the process works.

This varies somewhat for every sense. In the case of visual perception:

The environmental stimulus: The world is full of stimuli that can attract attention through various senses. The environmental stimulus is everything in the environment that has the potential to be perceived.

The attended stimulus: The attended stimulus is the specific object in the environment on which attention is focused.

The image on the retina: This involves light actually passing through the cornea and pupil and onto the lens of the eye. The cornea helps focus the light as it enters the eye, and the iris of the eye controls the size of the pupils in order to determine how much light to let in. The cornea and lens act together to project an inverted image onto the retina.

Transduction: The image on the retina is then transformed into electrical signals in a process known as transduction. This allows the visual messages to be transmitted to the brain to be interpreted.

Neural processing: The electrical signals then undergo neural processing. The path followed by a particular signal depends on what type of signal it is (i.e. an auditory signal or a visual signal).

Perception: In this step of the process, you perceive the stimulus object in the environment. It is at this point that you become consciously aware of the stimulus.

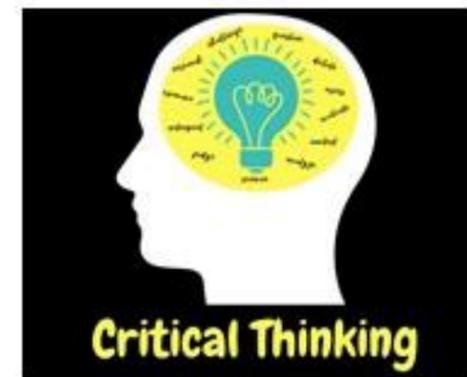
Recognition: Perception doesn't just involve becoming consciously aware of the stimuli. It is also necessary for the brain to categorize and interpret what you are sensing. The ability to interpret and give meaning to the object is the next step, known as recognition.

Action: The action phase of perception involves some type of motor activity that occurs in response to the perceived and recognized stimulus. This might involve a major action, like running toward a person in distress, or something as subtle as blinking your eyes in response to a puff of dust blowing through the air.

The perceptual process allows you to experience the world around you and interact with it in ways that are both appropriate and meaningful.



Community Service



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6 7 Finance Books Every Teenager Should Read By MAYA DOLLARHIDE

The teenage years are often the time in young people's lives when the value of a dollar, and how to earn it, become very important. As of September 2020, the labor force participation rate of individuals aged 16-19 was 36.2%, a figure that has remained constant for the past decade.¹

Of course there is more to money than just earning it, although that seems an essential place to begin. Teens also need to learn how to use credit wisely, save for college, budget for an iPhone (not every parent can be so generous), or purchase their first car. Budding young entrepreneurs may be looking for help to give their business idea a go in the marketplace. Then there's learning to invest and manage one's savings.

The Motley Fool Investment Guide for Teens: 8 Steps to Having More Money Than Your Parents Ever Dreamed Of by David and Tom Gardner Since 1993, the creators of The Motley Fool have been educating the masses on finance. Best-selling authors, the Garner brothers offer teens their standard witty, edgy, and easy-to-read style. Right off the bat, the book provides a road map for forging a successful financial journey from investing, saving, budgeting, and spending and it does a great job reminding teens that "every dollar you spend is an investment."

O.M.G.: Official Money Guide for Teenagers by Susan Beacham and Michael Beacham Banker Susan Beacham and her husband, Michael, are founders of Money Savvy Generation, a financial education company geared toward youth. This personal finance book, the winner of the 2015 EIFLE (Excellence in Financial Literacy Education), includes tips for teens to avoid what the authors call "awkward money moments," how to protect themselves from identity theft (yes, it does happen to young people), and more. For those readers with short attention spans, this slim read is a mere 48 pages long and chock-full of tips, money charts, advice, and suggestions for making smart financial choices.

The Complete Guide to Personal Finance For Teenagers and College Students by Tamsen Butler

Recommended by Forbes magazine and the winner of the 2010 Next Generation Indie Book Awards, Butler's book is an entertaining and useful read. The chapter "Creditors and the Games They Play" is an especially good one for teens headed off to college, where they will be the target of credit card companies' vast offerings for student

The Wealthy Barber by David Chilton

Perfect for those who like their financial advice delivered with a narrative arc, Chilton's story is centered on three young protagonists and (yes, you guessed it) a fictional barber. In the story, the young people's parents send them to the local barber, who has turned a low-wage job into a successful financial future (complete with millions in the bank). The barber imparts his story, along with solid financial advice on everything from wills to taxes. It may be more homespun than hip, but it offers clear, concise, and down-to-earth lessons.

The Richest Kids in America: How They Earn It, How They Spend It, How You Can Too by Mark Victor Hansen

This book was written in 2009, so there may be more rich kids in America now than listed in this book, but it remains an engaging read for young adults. The kids (ages 9 to 23) are great role models for budding entrepreneurs, young investors, and those seeking a positive financial future. Hansen is also the creator of the bestselling "Chicken Soup for the Soul" series, but don't tell that to your teen; it may sound "uncool" and the smart kids in this book are anything but.

Financial Basics: A Money Management Guide for Students by Susan Knox

This book is geared toward college students, but the lessons imparted here (on debit and credit cards, student loans, emergency funds, and more) can be used by teens, too. Think of it as a college prep course in book form. Knox never patronizes her audience, and she includes helpful worksheets designed to get the reader started on a financial plan.

Why Didn't They Teach Me This in School? 99 Personal Money Management Principles to Live By by Cary Siegel

While this book is directed to graduates, it is appropriate for those in the upper grades in high school. Siegel's book is a crash course in money management, with his 99 principles divided into lessons that include debit and credit, investing, housing, spending, and budgeting, and even one titled "life," where he writes about the importance of handling the financial aspects of your personal relationships with friends, romantic prospects, colleagues, and others. An easy read with a good hook, it offers plenty of solid advice about money and adulthood.





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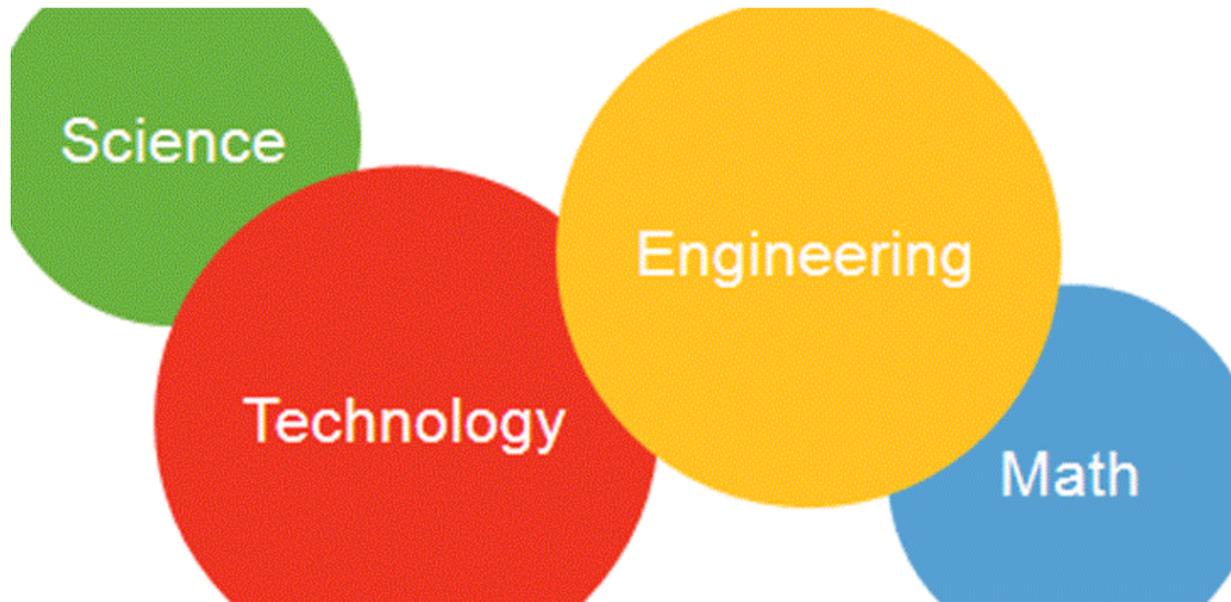
**Ensure that you are seeing clearly
towards the right direction of your dreams and goals.**



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7 | What is STEM Education?

Elaine J. Hom, LiveScience Contributor



STEM is a curriculum based on the idea of educating students in four specific disciplines — science, technology, engineering and mathematics — in an interdisciplinary and applied approach. Rather than teach the four disciplines as separate and discrete subjects, STEM integrates them into a cohesive learning paradigm based on real-world applications.

Though the United States has historically been a leader in these fields, fewer students have been focusing on these topics recently. According to the U.S. Department of Education, only 16 percent of high school students are interested in a STEM career and have proven a proficiency in mathematics. Currently, nearly 28 percent of high school freshmen declare an interest in a STEM-related field, a department website says, but 57 percent of these students will lose interest by the time they graduate from high school.

As a result, the Obama administration announced the 2009 "Educate to Innovate" campaign to motivate and inspire students to excel in STEM subjects.

This campaign also addresses the inadequate number of teachers skilled to educate in these subjects. The goal is to get American students from the middle of the pack in science and math to the top of the pack in the international arena.

STEM jobs do not all require higher education or even a college degree. Less than half of entry-level STEM jobs require a bachelor's degree or higher. However, a four-year degree is incredibly helpful with salary — the average advertised starting salary for entry-level STEM jobs with a bachelor's requirement was 26 percent higher than jobs in the non-STEM fields, according to the STEMconnect report. For every job posting for a bachelor's degree recipient in a non-STEM field, there were 2.5 entry-level job postings for a bachelor's degree recipient in a STEM field.

Much of the STEM curriculum is aimed toward

attracting underrepresented populations. Female students, for example, are significantly less likely to pursue a college major or career. Though this is nothing new, the gap is increasing at a significant rate. Male students are also more likely to pursue engineering and technology fields, while female students prefer science fields, like biology, chemistry, and marine biology. Overall, male students are three times more likely to be interested in pursuing a STEM career, the STEMconnect report said.



A photograph of Walt Disney, an older man with a mustache, wearing a dark suit and tie. He is smiling slightly and looking towards the camera. In the background, the iconic Cinderella Castle at Walt Disney World is visible under a clear blue sky. The castle has white walls, blue roofs, and several spires. There are some trees and a paved area in the foreground.

*“All our dreams can come true, if
we have the courage to pursue them.”*

Walt Disney

E.W. – Entrepreneur's World By BBV2M Media

8 How to Improve Yourself as a Young Entrepreneur

Being a young entrepreneur is one of the best decisions you ever made in your life. Because, you're now a different person. Many people would think that you're dumb for embarking on the entrepreneurship journey instead of you looking for an office job like most of your friends.

To be a successful young entrepreneur is not a day's job. You need to carry out some operations before you can sit on the throne you deserve. As an entrepreneur, you must be willing to improve yourself in order to boost up the entrepreneurship spirit in you and keep up with the trend.

On this journey, you will face so many challenges, you will lose friends (don't be surprised to hear that), you will cry out loud for heaven to shine the light on you. I'm not trying to scare you; I'm trying to let you know the real fact behind entrepreneurship.

The question now is, how will I prepare myself in order to overcome these obstacles and become a successful young entrepreneur? How to improve yourself as a young entrepreneur will be discussed below:

If you want to be a successful young entrepreneur, you must be willing to learn. I mean you must be voracious when it comes to learning about things that will help you become a better entrepreneur.

Learn

The moment you stop learning, that's when you start failing. Don't put a stop to learning. If you should ask successful entrepreneurs how they feel about the idea of learning in order to become a better entrepreneur, I'm sure they will advise you to support the notion.

You have a long way to go in the business world. But for you to stay ahead of others, you must be willing to learn and be voracious about it. Read books on entrepreneurship, listen to audios, watch videos, read journals, blogs and anything you can lay your hands on.

Learn from entrepreneurs who have done what you are trying to do, learn from their failures so that you can manage every possible risk on the entrepreneurship journey.

Positive Mindset

How do you expect to grow when you're spending 75% of your time with people who have the negative mindset? I doubt if you will.

The kind of people you stay with will determine your success in life.

Associate yourself with the smart people and people who will give you a helping hand when you need them.

Mentorship

Who is a mentor? A mentor is someone who guides you through in your entrepreneurship journey. Someone who will be as coach to you in order to manage every possible risk on the entrepreneurship journey.

You need to get yourself a mentor; it will really help you throughout your entrepreneurial life. When looking for a mentor, be careful with the person you choose to be your mentor.

Be patient when looking for a mentor, don't rush into it. So that you won't fall into the hands of the wrong person. Having a mentor to mentor or coach you will really help you a lot on the entrepreneurship journey.

Creative Act

Always indulge yourself in creative act. By doing so, you're gradually improving yourself. Don't be carried away by the distractions of

life, you need to engage yourself in productivity act that will help boost up your knowledge.

Risk Taking

As a young entrepreneur, you must be willing to take risk. Though this doesn't apply to young entrepreneurs alone. Every entrepreneur must be a risk taker.

You must be willing to take risk to carry out other operations. Don't be afraid of failure, failure in the entrepreneurship world doesn't mean you're a failure. Unlike the co-operate world, whereby, when you fail once means you're a total failure.

Work on Your Skills

You must always work on your skills in order to break new grounds. One of the elements that make an entrepreneur successful is the ability to work on his or her skills.

Be an Action Taker

You can never be a great entrepreneur if you keep procrastinating and hate taking actions. To succeed in the business world you must be ready to take action on any decision you make.

You don't just sit down there and start wishing, hoping one day manner will fall from above to help you transform your dream into a reality.

A woman with her arms raised in celebration, wearing sunglasses and a colorful patterned top, surrounded by a shower of colorful confetti. The background is dark, making the bright confetti stand out.

Don't forget to celebrate
your success on your
journey to achieving
your dreams!!!

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