

BUSINESS\$\$

MENTORSHIP

FOR STARTUPS



INCLUDES PRO TIPS

How NOT to lose your mind as you transition from employment into entrepreneurship !

JAN OKONJI

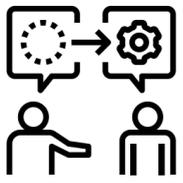


Business Mentorship for Startups
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This e-booklet is for you if you are feeling stuck in your business journey and need someone to guide and support you. Because we all do.

If you have ever felt frustrated, lost, confused and out of sorts as you run your business... then congratulations ! You are human.

Mentorship is an avenue through which another who has gone before you can help you get out of this repetitive cycle of failure and frustration, and guide you towards achieving your business goals.

It happened . . .

My first day after resigning from my comfortable, highly paying corporate job was surreal. I woke up when I wanted, I binge watched movies without a care, I had millions of shillings in my bank account courtesy of a hefty redundancy package and best of all: I was young, healthy, good looking, well networked and had a beautiful family.

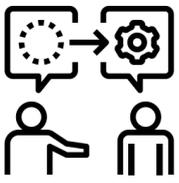
I was going to conquer the world of entrepreneurship with my ideas, dazzle customers with my innovative products and along the way make tonnes of money. After all, over 13 years I had experienced success as a senior manager in an international company and helped close deals worth **hundreds of millions of dollars**. *Just how hard could running my own business be?*

Fast forward 5 years into my business journey and I was struggling to get customers, I had burned my money in poor real estate investment choices, my family was strained, I was drowning in self doubt and each and every business idea I birthed was quick to die before maturity.

I was crushed. I gave a false image of prestige backed by piling credit while my daily expenses were a constant reminder of my inability to once provide for my family like I once did.

I recall looking in the mirror and not recognising the person I saw looking back at me. Alcohol, drugs and the usual litany of darkness that accompany these activities became my refuge. My survival patterns.

I had failed my self, my family, my business, my dream. *Or had I ?*



MENTORSHIP

Seeking help was the last thing I wanted. I was proud, arrogant and self assured. I was not willing to spend a dollar on a mentor but I was more than happy to waste dollars I did not have clubbing in places I did not like to please people I did not admire.

The shift in my life happened when I got a mentor.

By this time I had lost so much in life and I was barely hanging on. I had missed out on a business deal with an international company estimated at \$300k. The company had wanted to invest in my mobile phone application but my pride cost me the opportunity. I needed help and I needed it fast.

And so I found myself enrolling for a mentorship class which went on for about 3 months. This was one of the best decisions of my life. My life gradually started to turn around: I dropped negative friends, I had an accountability partner, I started renewing my self confidence and there was hope for my business yet.

Over the next pages I will share with you some pro-tips on mentorship and how having the right mentor can help you. That you need a mentor is a must, no debate here. BUT not all people who call themselves mentors or coaches are the right fit for you.

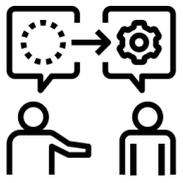
You need to understand :

1. **What to expect from a mentor**
2. **What a mentor expects from you**
3. **What a mentorship process entails**
4. **How to track your growth with each session**

So are you ready ?

Let's read on then...

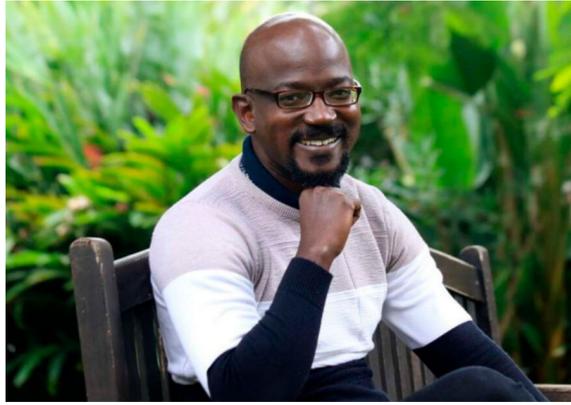
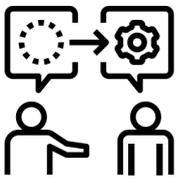




15 PRO TIPS ON HOW TO SPOT A GREAT BUSINESS MENTOR

At the stage you are in business you need quick direction, open and honest feedback and a no bullshit approach to redirecting your company. You need a mentor who though caring and empathetic is tough enough to call you out too. Here are the must have traits of a great business mentor:

- Make sure your **mentor is where you want to be**. You want a mentor who has walked the path and who can lead you carefully through it.
- **Do not settle for a broke mentor**. A mentor who struggles financially may struggle to focus on you and will focus more on your money.
- Be prepared to pay for the quality you seek. A good investment requires some sacrifice. **Have a budget and do NOT look for free mentorship**. There are enough free products online. You will be required to pay for quality mentorship.
- Your mentor should provide **value at each session by holding you accountable**.
- A great mentor **lets you arrive at your own solutions and is not prescriptive**.
- Choose business mentors **who have a vast network of people in your industry**.
- Business mentors should **have some qualification in human psychology or behaviour**.
- Should lead by example and **be experienced entrepreneurs**.
- **Sessions should be time bound**, informal but formal enough to get results.
- Powerful mentors give **you value for FREE before you attend any sessions**
- They have a credible and **wide social media presence**
- Show empathy but do not shy away from **giving tough love**
- Are an **authority in their field**
- **Should NOT have racial, gender, religious bias**
- Will **push you towards daily improvement** instead of perfection



DO YOU NEED A BUSINESS MENTOR AND COACH ?

Here is your chance to be coached by the Founder of Business Growth Solutions, Jan Okonji

Jan is a creative entrepreneur with a desire for helping people find their entrepreneurial passion and purpose by focusing on areas of mindset, business strategy and growth.

He has a rich background in Operations, Marketing and Management Systems with over 13 years' experience working for a Fortune 500 Company and has trained hundreds of start-ups and business people in the past 8 years.

Jan has worked with a wide range of Startup and SME companies helping them grow revenues to well over \$ 10 Million and partners with local and international business support companies to offer impactful business consultancy services to entrepreneurs seeking to create amazing lifestyle businesses.

To have an overview of Jan's mentorship sessions [click here](#).

To book Jan for a mentorship session [drop him an email here](#).



