



How to succeed as an entrepreneur

Bram Warshafsky

A photograph of two young women with blonde hair, one in profile and the other with her back to the camera, engaged in conversation outdoors at night. The background is dark with some green foliage visible. The text 'Take a few moments to CONNECT with your neighbour' is overlaid in white on the right side of the image.

**Take a few moments
to CONNECT with
your neighbour**

CPD Process

In order to receive CPD credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hour of CPD**
- CPD certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

Today's speaker



Bram Warshafsky
VP Innovation, sgscsco
[@BramWarshafsky](#)

Agenda: Succeeding as an entrepreneur

- 1. Fail forward**
- 2. Listen to the market**
- 3. Invest in your team**
- 4. Know your numbers**
- 5. It's all about growth**

Fail Forward



Fail forward



Fail forward

‘Founding customers’ are great!

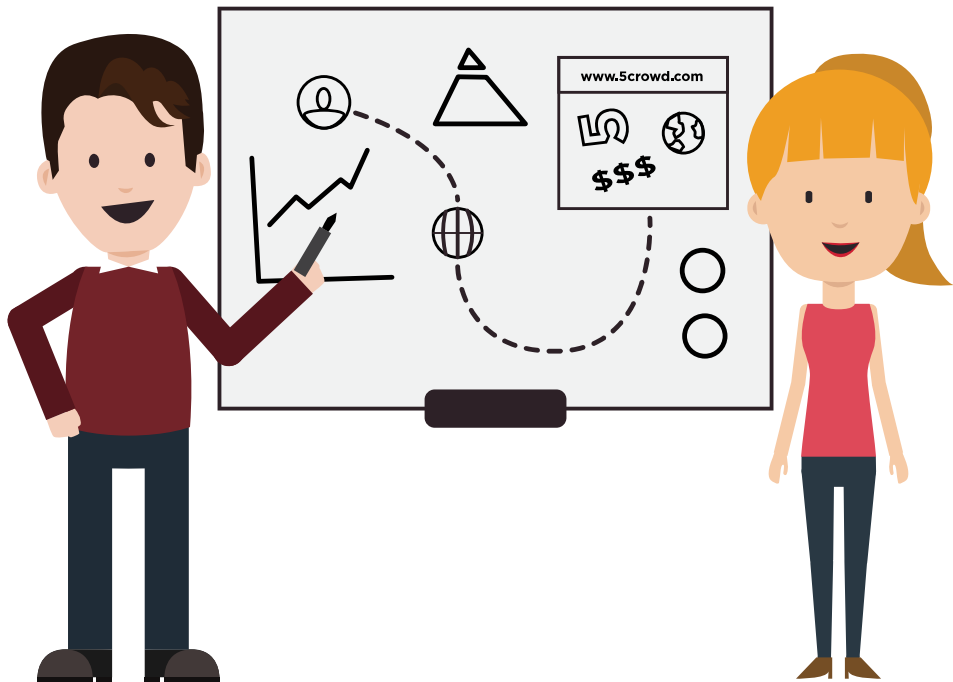
Fail forward



Fail forward

Good enough > Perfect

Fail forward



Fail forward

Failing forward > Inaction

Fail forward



Fail forward

Trial and error > Strategic thinking

Fail forward

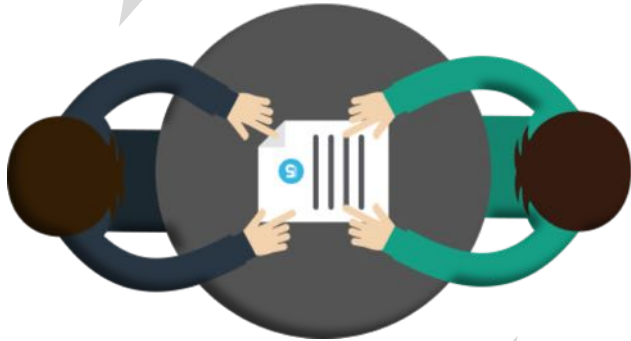


Listen To The Market



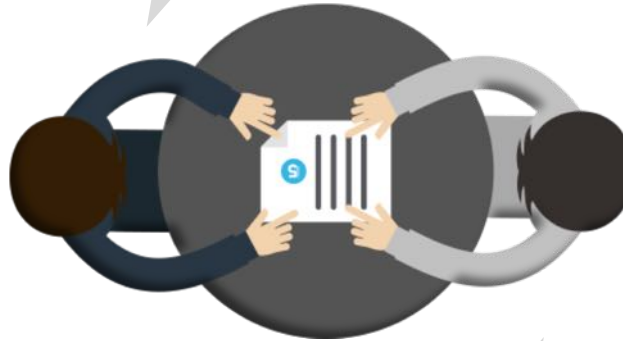
Listen to the market

So anything you can do at a computer, you can now do online!



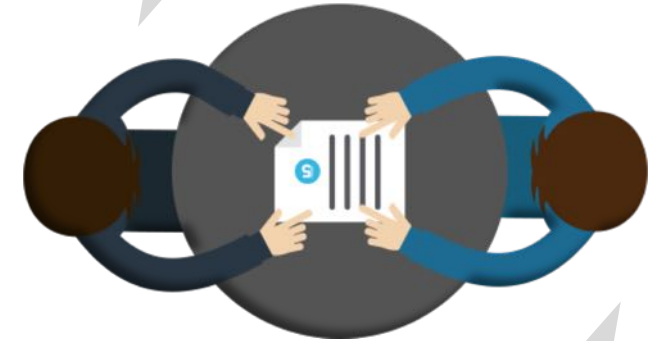
What do you do? Are you a staffing agency?

It's agency-level production solutions without all the overhead



Great, can you help me with my brand re-launch?

Tell me about your top 3 business challenges



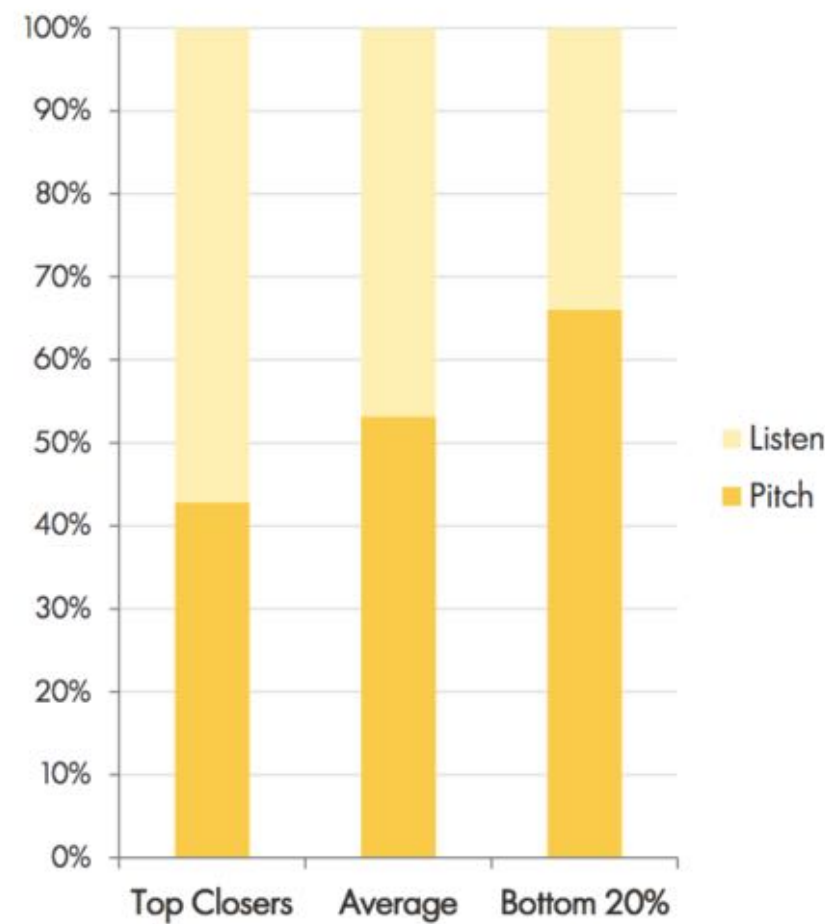
X, Y, Z

We can help you solve Y with the power of freelance

Listen to the market

Listening > Pitching

Listen to the market



Listen to the market

LEVEL 1

**Solves A Technical
Problem**



LEVEL 2

**Solves A Business
Problem**



LEVEL 3

**Solves An Emotional
Problem**



Listen to the market



“

Harley Davidson sells to 43-year-old accountants the ability to dress in leather, ride through small towns and have people be afraid of them.



Listen to the market



Listen to the market

Always sell the benefit of the benefit

Listen to the market



Listen to the market

Good questions > Good answers

Listen to the market



Listen to the market



Listen to the market



Listen to the market



Listen to the market

Monitor industry trends

Start with Google Alerts

Invest In Your Team



Invest in your team



Invest in your team

Do a calendar audit.

How much time goes towards talent?

Invest in your team



Invest in your team



Invest in your team



Invest in your team



Invest in your team



Invest in your team



Invest in your team



Invest in your team

**Have a 'why' that inspires people to
join your company's mission**

Invest in your team



Invest in your team



Invest in your team

**ROI doesn't always show up clearly
on your P&L**

Know Your Numbers



Know your numbers



Know your numbers



Know your numbers



Know your numbers

Revenue is vanity.

Profit is sanity.

Cash flow is reality.

Know your numbers



Know your numbers

Where would you invest your next dollar?

It's All About Growth



It's all about growth

Uber



It's all about growth

**Growth can cover up a lot of
mistakes**

It's all about growth

2014 →



2015 →



2016 →

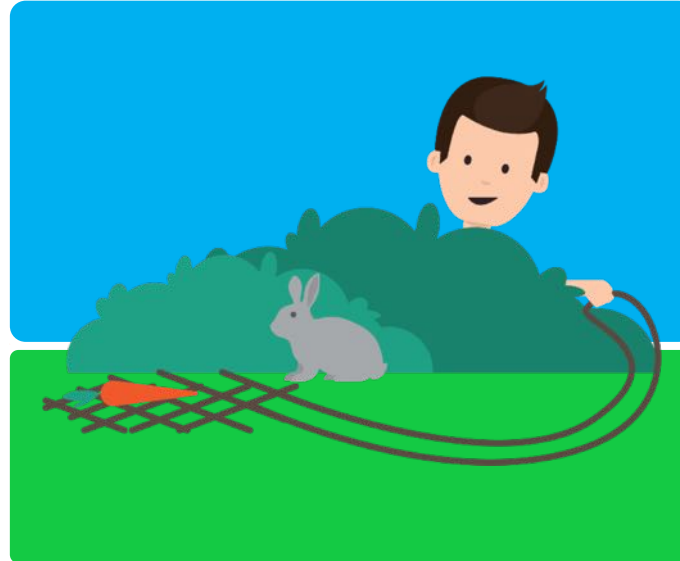


It's all about growth

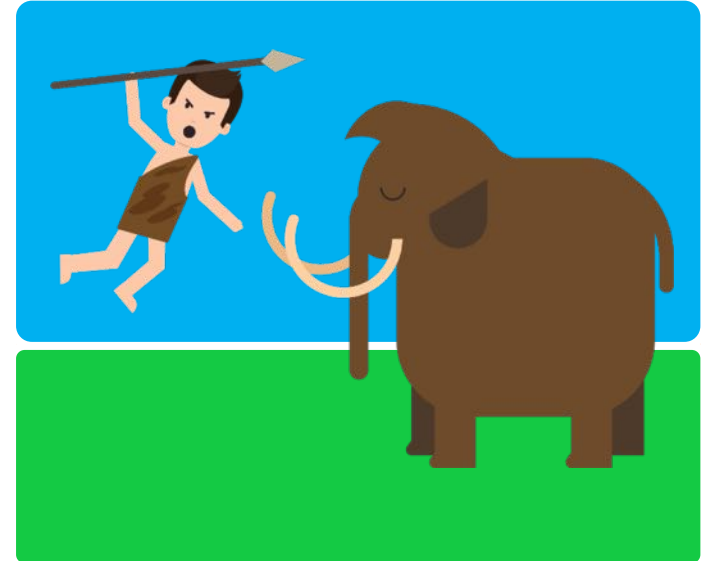
Seeds



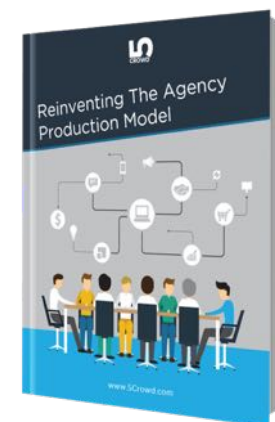
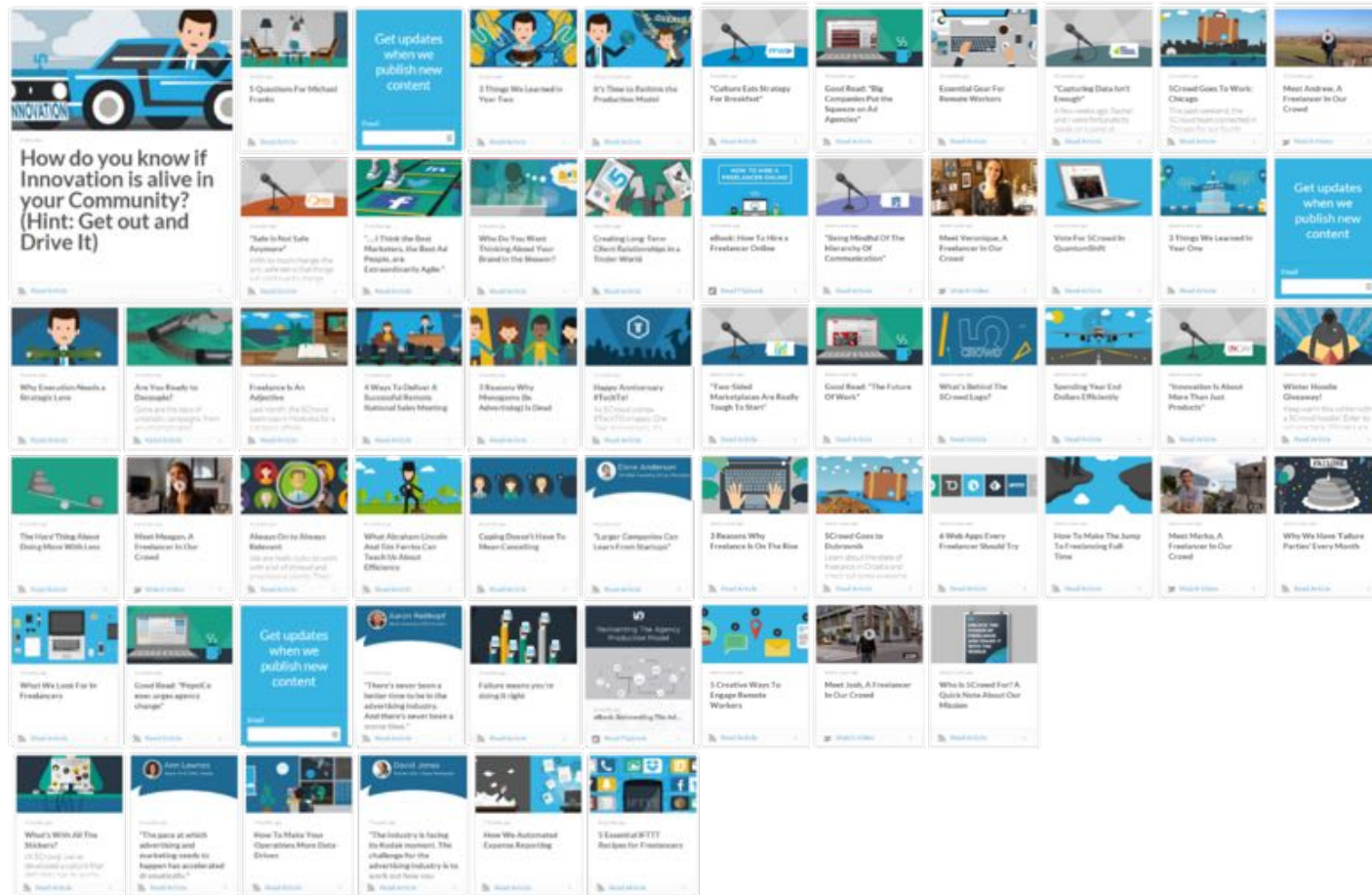
Nets



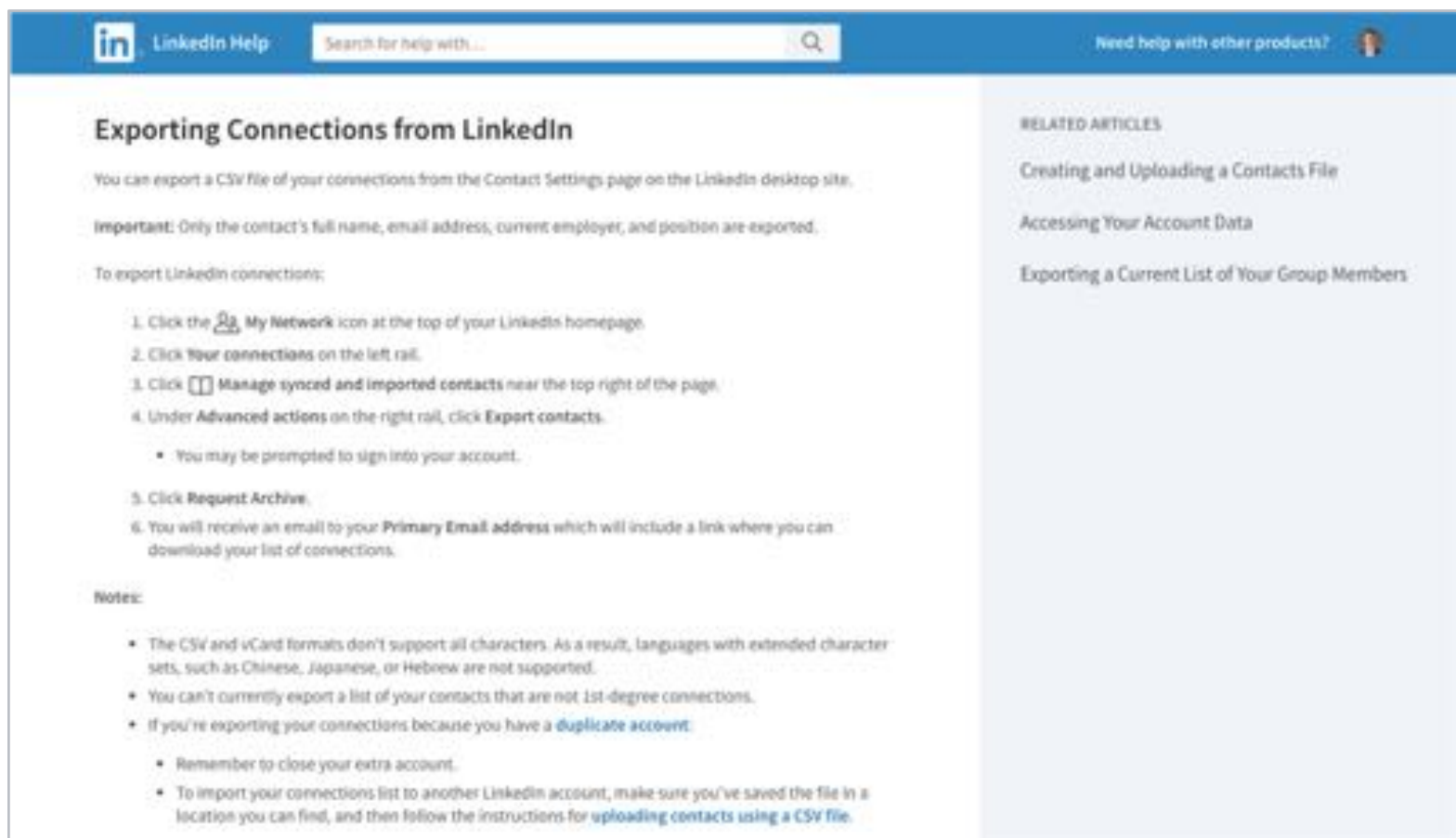
Spears



It's all about growth



It's all about growth





The screenshot shows the LinkedIn Help page for 'Exporting Connections from LinkedIn'. The page has a blue header with the LinkedIn logo, 'LinkedIn Help', a search bar, and a link to 'Need help with other products?'. The main content area is white and contains the following text:

Exporting Connections from LinkedIn

You can export a CSV file of your connections from the Contact Settings page on the LinkedIn desktop site.

Important: Only the contact's full name, email address, current employer, and position are exported.

To export LinkedIn connections:

1. Click the  **My Network** icon at the top of your LinkedIn homepage.
2. Click **Your connections** on the left rail.
3. Click  **Manage synced and imported contacts** near the top right of the page.
4. Under **Advanced actions** on the right rail, click **Export contacts**.
 - You may be prompted to sign into your account.
5. Click **Request Archive**.
6. You will receive an email to your **Primary Email address** which will include a link where you can download your list of connections.

Notes:

- The CSV and vCard formats don't support all characters. As a result, languages with extended character sets, such as Chinese, Japanese, or Hebrew are not supported.
- You can't currently export a list of your contacts that are not 1st-degree connections.
- If you're exporting your connections because you have a **duplicate account**:
 - Remember to close your extra account.
 - To import your connections list to another LinkedIn account, make sure you've saved the file in a location you can find, and then follow the instructions for **uploading contacts using a CSV file**.

RELATED ARTICLES

- [Creating and Uploading a Contacts File](#)
- [Accessing Your Account Data](#)
- [Exporting a Current List of Your Group Members](#)

It's all about growth

Access your network's rolodex

It's all about growth



It's all about growth

You can buzz anyone's phone

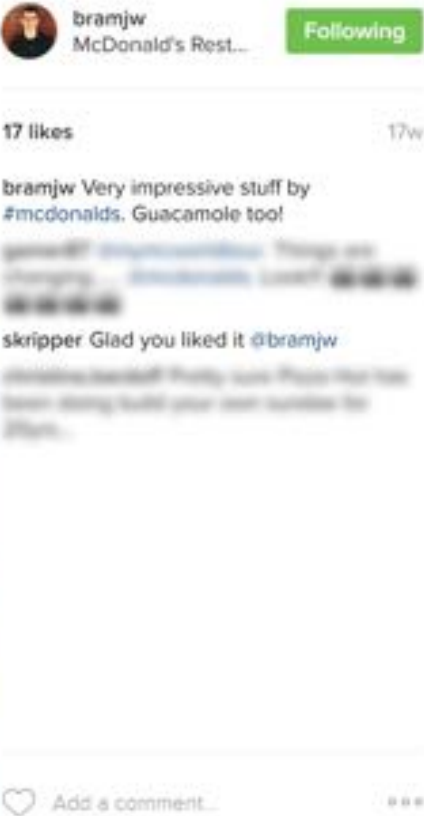
It's all about growth



It's all about growth

Persistence > Politeness

It's all about growth



It's all about growth

Growth should be fun so have fun!

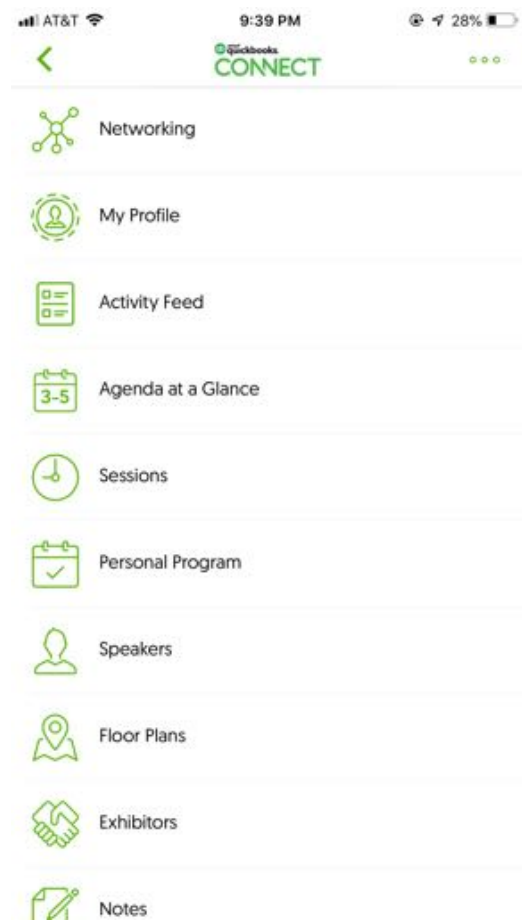
It's all about growth



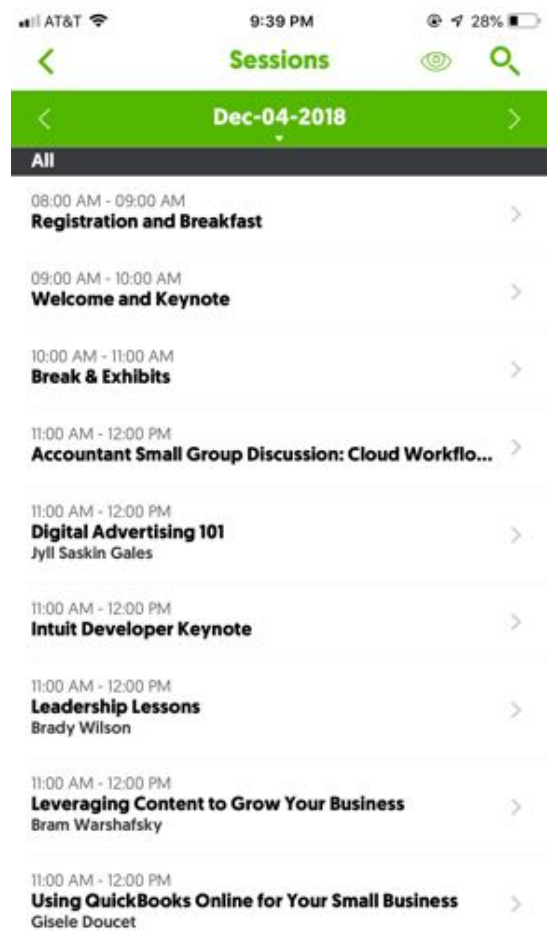
Questions?

Rate this session in the mobile app

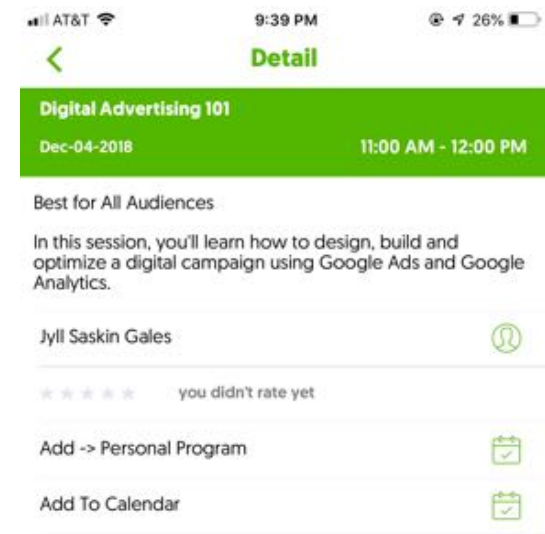
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	Leveraging Content to Grow Your Business	+
	Leadership Lessons	+
	Using QuickBooks Online for Your Small Business	+
	Warrior Approach to Productivity • session repeats	+
	Accountant Small Group Discussion: Cloud Workflows	+
	Intuit Developer Keynote • session repeats	+

