

PTS 2022 BUSINESS CONFERENCE

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**“HOW
TO
START
WITH
WHAT
YOU
HAVE”**



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HOW TO START WITH WHAT YOU HAVE

How I Made My First Profit from Zero Capital

1. Start from where you are

- Anywhere you find yourself at any point in time, there is an Opportunity there to start something new.
- Anywhere people are, there will be needs, there will challenges and there will be problems to solve.
- Anywhere there are needs and problems, those who can offer solutions rises to Leadership.

2. Start with what you have

- It is often easier to start with nothing than to start with something.
- When you have one option, there is 99.99% probability for you to succeed
- When you have several options to choose from, there is 99.99% probability for you to make a mistake

3. Develop your Idea

- You don't need 1000 ideas to succeed in life or in Business.
- All you need is one idea than can solve people's problems.
- An idea is the most potent weapon on earth.
- Any person who can control ideas can control the world
- Any person who can manipulate ideas can also manipulate people's destinies.

4. Spot Opportunities where your Idea is needed

- The easiest way to start a new business is to offer what people need.
- The easiest way to succeed with a new business is to offer what people already need.
- The most difficult way to succeed with a new business is to convince people to now realise a need for what you are offering.
- Instead of bringing a Solution to a problem that people are now going to create, give them first a Solution to the existing problems they already have.

5. Look for Problems your Idea can solve

- It is easier to make money from solving problems.
- When people have problems, what they need is solution.
- When people have problems that must be solve, they are also ready to pay any price for the solution
- When your Idea can offer solutions to problems that people are already struggling to solve, you will be a hot cake in the Business Community.

6. Brand your Idea

- Make your Offering Unique
- Be Outstanding in your Services
- Relate your Experiences and Hobbies

7. Market your Idea to People

- Just let people know that you can solve their problems.
- Collect Testimonies from people whose problems you have already solved.
- Don't make money the first thing, focus on solving problems and people will bring you money.
- Make use of all Platforms available to market your Idea and make money for free