

100

**MILLION
DOLLAR
BABIES\$**

FOR THIS...
FOR ALL...

From their biggest mistakes to their most remarkable achievements, **Dale Beaumont** reveals a snapshot of five entrepreneurs whose companies boast turnovers in excess of \$100 million per annum.



THE ENTREPRENEUR FIRMLY on the road to success does not want hundreds of ideas, he or she wants just five he can *implement* straight away and another five he can *implement* the following week. In other words, successful people have a mental process in place which structures and plans simple, yet deliberate monthly, weekly or even daily steps and goals to make it happen.

It is interesting that for some unknown reason the moment you start moving forward, making progress towards your set goals, then challenges will rise up to test you. In a spiritual sense, it is almost as if the universe is directly questioning you: "How badly do you want to achieve your dream?"

Remember, every great entrepreneur had to start somewhere. When you face your challenges, recall the quote: "You can make money or you can make excuses, but you can't make both!"

This brings us to the latest addition in the world of business books, *Secrets of Male Entrepreneurs Exposed* by 24 year old author and entrepreneur, Dale Beaumont. The book analyses some of Australia's top business identities across a broad spectrum of industries, ages, cultural backgrounds, education, and various levels of success – from \$1.5 million annual turnovers through to \$200 million.

The following profiles are all taken from the new release *Secrets of Male Entrepreneurs Exposed* and will give you a taste of what is to be at the top of your game – to be one of Australia's top entrepreneurs.

Name: Brad Sugars

Age: 34

Business: Action International, a leading business services franchise and the world's 16th fastest growing franchise. Action operates in nineteen countries and has business coaches in more than 700 offices.

When did you and your family first realise that you had entrepreneurial flair?

When I was seven, my dad caught me selling my Christmas presents to my brothers, so I guess he knew around about then that I was going to be different! By the time I was eight years old, I had worked out that you shouldn't sell anything that you can rent – that way you get to keep the present and also get paid over and over again.

Why did you call your company Action International and what does it do?

'Action' is what it's all about. Many people *know* what to do, but the successful people are the ones that are actually doing it. 'International' because I had faith from day one that we would eventually be global. Today, Action International is essentially a business coaching company. My coaches work one-on-one with business owners teaching them how to improve their sales, marketing, team building, systems and management.

You became a millionaire in your mid twenties but lost it shortly thereafter. What went wrong?

The biggest mistake that I ever made was taking on partners who enjoyed my money more than I did. I lost money through poor judgement and by allowing others to manage and control my finances. That's life, and we move on. I still had the knowledge of how I made it the first time, so I went back into business with a strong conviction to avoid making the same mistakes again, and in a short period of time I was back on my feet.

Why do you say that the key to business success is laziness?

Understand that business isn't about working hard, it's about employing people who work hard for you. Yes, you have to work hard to initially set it up, but the aim of business is to have the work done profitably by someone else and as the owner of the business your aim should be to do yourself out of a job. This is known as 'leverage'. Your job is to *think* – to search out new opportunities and add value to the company. Your team's job is to run the business and grow it.

Why do you think so many small businesses fail in this country?

It is important for people to understand that just because you're a good hairdresser, accountant or florist it doesn't mean



that you have any idea about how to run a business that does or sells those things. The 'official' reasons for business failures are often red tape or a lack of capital, but in my experience, after working with hundreds of thousands of business owners, it's simply a lack of knowledge.

What advice would you give to an aspiring entrepreneur who wants to get started in a business of their own?

Tap into any knowledge that you can. Read my books, read other people's books, listen to tapes and CDs, go to seminars and invest as much as you can in yourself before you invest in your own business. If you treat your first few jobs as an apprenticeship for running your own business in the future, you'll realise that it's important to have several different jobs and to choose jobs based not on what you will *earn* but on what you will *learn*.

What do you see as the major business opportunities over the next ten to twenty years?

Major opportunities will be there, the same as always: find the gold rush and sell pans. With that said, intellectual property is my specialty, so I guess I would have to look there. Leisure is getting bigger and bigger, there is always going to be a big need for distribution, health is and will be huge, and of course there will always be a high demand for the fundamentals that is all the day-to-day necessities. The fact is that there are opportunities in everything we do.