

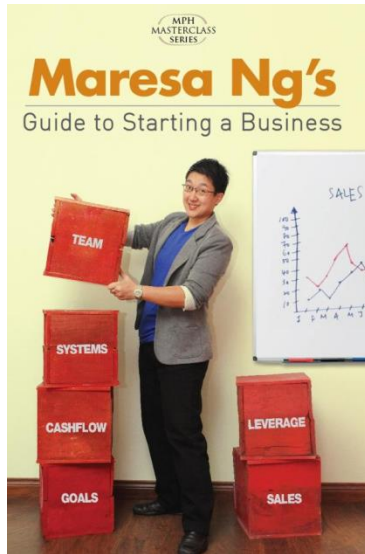
Women in Economy Conference 2018

Maresa's Top 5 Entrepreneurship Lessons

Maresa Ng

- ActionCOACH in Malaysia since Oct 2008
- Ex-Corporate & Investment Banker
- Hobbies: Mountain biking, rock climbing
- Won Top 3 Firm in Asia Pacific in 2015
- Author of 2 books: “Guide to Starting a Business” and “Great Business Great Life
- Inducted into ActionCOACH President’s Club in 2014
- Won the SME100 Award Fastest Growing SMEs in 2012
- One of 14 Award Winners for ActionCOACH Asia Pacific 2010 & 2011
- Global Top 100 ActionCOACH in 2011, 2012, 2018





- [MPH Masterclass Series: Maresa Ng's Guide To Starting A Business](#). This book aims to prepare newbie entrepreneurs for the journey of their lives in.



- [Great Business, Great Life](#). This book was launched in July 2018. It is written to inspire business owners and entrepreneurs to lead Great Lives, while running Great Businesses. It's not about having one without the other.

Download your Business Checklist

**Know where to start
in your Business by
first CHECKING IN**

www.MaresaNg.Com/FourPillars

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3. Differentiating my Business through my USP
4. Understanding my Profit Chassis
5. Selling! Converting Interest into SALES
6. How to Generate More Repeat Business
7. Life & Time Management from Entrepreneurs
8. Systematizing my Business – Part I
9. Systematizing my Business – Part II



talk2me@maresang.com



Let's start with the root cause...



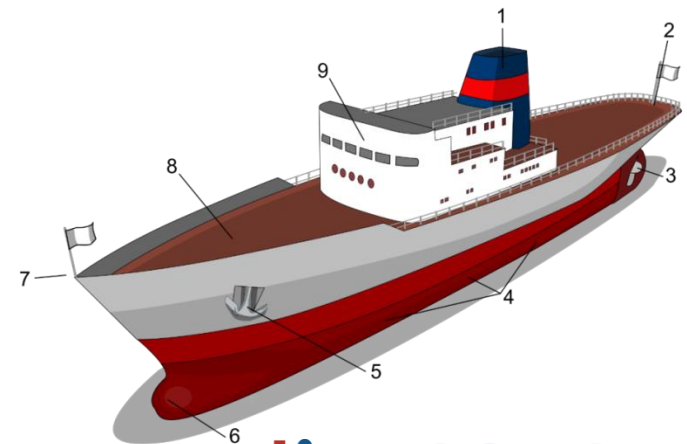
Why Businesses Fail...

#1 Don't Get Too Busy
That's when mistakes happen...

The Question is: Are You Working ON or IN Your Business?

By spending time **IN** the engine room of your business you are...

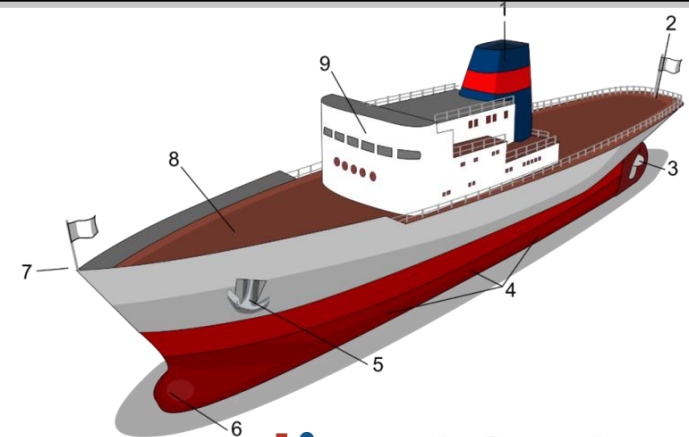
- Stoking the fire to make it go – Selling, Doing, Making
- **Blind to possible opportunities and threats!**
- Not moving forward because you can't see where to go
- **Ultimately doing a JOB in your own business!**



The Question is: Are You Working ON or IN Your Business?

By spending time **ON** the Bridge of your business you are...

- In a position of Lead(er)ship for your team
- Able to plot a course and plan your journey – Set goals
- Able to scan the horizon for opportunities and threats
- Ultimately “steering” your business where it needs to go



Slow down, to speed up...

STOP

**Allocate Thinking-Time and Work-
On-The-Business Time**

#2 Knowing the Numbers to your Business



**Your businesses numbers
determine your sustainability**

#3 Having a Clear & Simple Business Plan

Clear & Simple...

Fits in 1 page
Focused vs Distracted
Tell your Team
Review Quarterly

#4 Get Good at Selling

Most people fear sales...

Selling is...



Helping Others Solve their Problem

Maresang
GREAT BUSINESS. GREAT LIFE

talk2me@maresang.com

ActionCOACH
business coaching

#5 Doing the Work Once *Stop Doing It Over & Over Again...*

The Key to Business Success ...

LEVERAGE

Ever More with
Ever Less

Divide to Multiply

Leverage is All about ...

Saving
Your
Self
Time
Energy &
Money

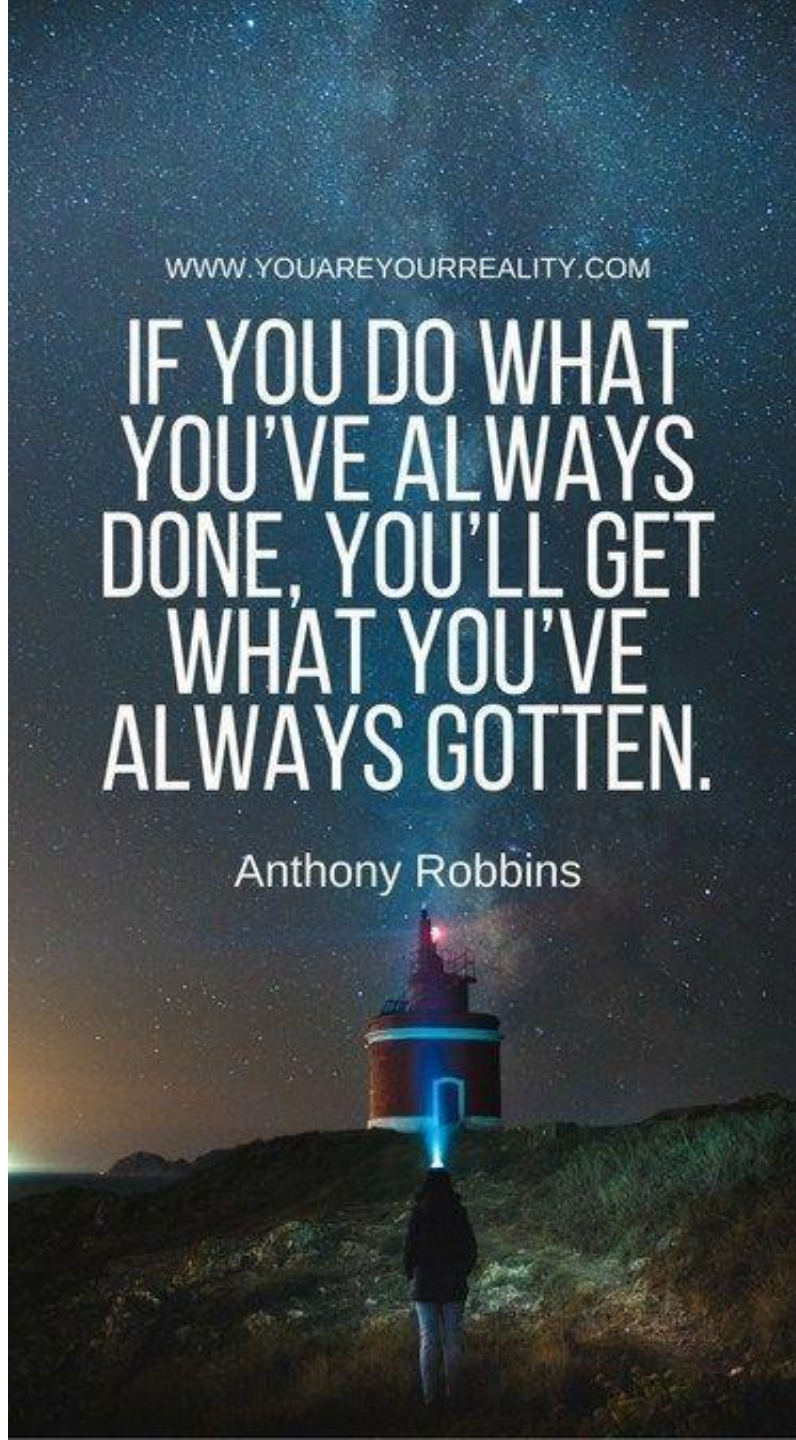
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Reach out...



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