

My reality

My day to day business/practical living

Introduction

Ebunoluwa is a lawyer who studied at the University of Ibadan then went on to Nigerian Law school, Victoria Island. During her court attachment was when she decided the wig and gown life wasn't for her..

She worked for about 5 years in the Telecommunications Industry and Oil and Gas downstream both in the capacity of an Administrative personnel then Administrative manager. Then in 2013, decided to be more involved with her children's' daily routine. With their dad being away a lot, a personal decision that her husband totally backed up.

She found wellness in September 2009, when she stepped on a scale during a job medicals and saw 104.8kg!! She lost 37.8kg in total in about 11 months and it definitely caught a lot of attention at work so she started helping people achieve same.

Introduction (continued)

It started as a passionate hobby then became business when i needed to work from home from the 1st of May 2013. So in essence, she is a Wellness coach by passion, vision and profession and also a certified Nutritionist .

She also own a wellness cafe, Nature's Treats CAFE, situated at The Palms Mall, where amongst other yummy healthy treats like smoothies, healthier muffins, sandwiches, coconut oil, wraps etc, we make the lushest, creamiest, thickest, organic Greek yoghurt....from fresh cow milk.

She is very passionate about youth empowerment/development and a budding public speaker. She is a fitfam enthusiast, fashion enthusiast and grateful to being a source of inspiration.

She is a wife and also mum to 3 beautiful, amazing and inquisitive children.

Key factors that have helped me thus far



Practical tips: Grit

Grit is perseverance. Grit is the go-get-'em attitude that we expect of entrepreneurs. Grit is the ability to keep working when everybody else tells you to give up.

Without hardwork and perseverance as an entrepreneur, you're not going anywhere.

Practical tips: Passion

Passion is the fuel that drives the determination tank. In other words if you don't love what you do, DON'T DO IT. Just like a car needs fuel to move, whether a fancy or basic car, so is passion to an entrepreneur.

When you're passionate about what you do, you would literally do whatever it takes to make it work no matter that, from long hours to sleepless nights, to going back to the drawing table a million times, you would do whatever it takes to fulfill your dream.

Practical tips: Trust yourself

Your ability to trust and believe in yourself will show your confidence. You need to trust your intuition and rely on your wisdom when making decisions.

Practical tips: Challenge yourself

No one is going to push you, so it's up to you to do it.

Practical tips: Visualize goals

Your goal is to define such goals so clearly that it becomes real and tangible.

I WILL VS I WANT

Practical tips: Act

Talk only delays action.

You need to stop talking at some point and make something happen.

Practical tips: Know your market

There's no point selling ice cubes in Alaska. A coffee machine or kettle would make much more sense.

Practical tips: Exceed expectations

If you deliver more than you promise, you are sure to have more customers, partners and investors.

Practical tips: SELF PROMOTE!

I don't understand how people are afraid or shy to talk about their business. Carry your business on your head.

Practical tips: Company culture

With most businesses being online now, and your critics literally being in your face, hence plenty scrutiny.....

Set a positive company culture from day one and you'll be more likely to work with people you enjoy and who inspire you as well as attract great customers.

Practical tips: Network

There's no such thing as too much networking. Its whatever network you find yourself that would build your business. Leverage on your network. Leverage is everything.

Practical tips: Baby steps

Building a business or a brand is a MASSIVE load of work, but it's important to break things down.

Short term and long term goals are very key.

Before you know it, just by placing one foot in front of the other, you would be half way up the mountain.

Practical tips: Take time off

This i had to learn the hard way.

Taking time off is as important as anything else in the business because you need time for the three R's:

- **REFRESH**
- **REFLECT AND**
- **REJUVENATE**

Practical tips: Find your inspiration

**As an entrepreneur, you have to make connections, solve problems ,
amd create new things that no one has thought of before**

Creators and creatives need to be inspired .

Successful entrepreneurs take time for the things that inspire them.

**Maybe your inspiration comes from being in an art museum, maybe it's
reading books, maybe it's doodling - whatever it is that inspires you.**

**BELIEVE IT OR NOT, THE KEY(S) TO STARTUP SUCCESS IS LARGELY
DEPENDENT UPON THESE FOUR COMMON MARKERS, SHARED
AMONGST MOGULS :**



PROFESSIONAL EXPERIENCE



CREATIVE/POSITIVE THINKING



FLUID INTELLIGENCE



FLEXIBILITY/AGREEABLENESS

(source: Forbes)



Find your inspiration

Practical tips: Help others

By helping others you can also re-inspire yourself and stay motivated.

Conclusion

JUST DO IT.

