



5 Secrets



TO STARTING A LUCRATIVE
BUSINESS IN AFRICA
WITHIN 6 MONTHS

Dr. Harnet has been featured in:





Hi, wonderful to see you here.

I think it is safe to assume that you landed here, because you want to do business in Africa or invest there.

You may have thought about it for a while, possibly even for years. Or it may just be a new interest of yours and you are ready to explore and dive in.

Now here is the thing: Chances are that you don't quite know how to go about the whole plan.

You are unsure what to do next, where to start, and how to make the right decisions. Maybe something (or someone) is holding you back? Or whenever you think about doing business in Africa you find yourself dealing with a whole set of questions and worries.

Well, you are certainly not alone; but here is the good news : you have come to the right place. I am here to assist to get you started. **Especially** when you feel something is getting in your way. I have assisted hundreds of students, clients, and committed followers with their business start-up, market entry, and investment decisions in Africa. And I am ready to guide you to. Step-by-step.

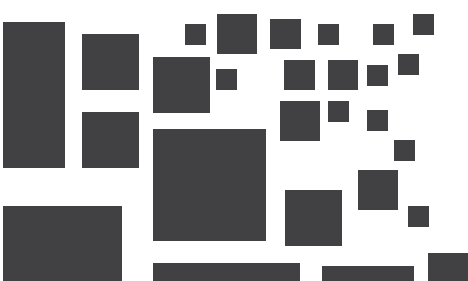
Bear with me, please, because I am going to offer some guidance in a minute ...but I want to bring a little context into the whole thing for you.

Think about it.

In today's world what is the #1 avenue you can take to create financial wealth, freedom, and fulfilment for yourself?

It's entrepreneurship.

(P.S. And it is also fast becoming the #1 avenue for making a positive impact in this world.)





There are a host of reasons why individuals choose to become entrepreneurs over the more traditional route of becoming employees. And more and more people in today's world are joining that path. But only you can decide if such a life is right for you.

You see, entrepreneurship isn't for everyone. But if you feel brave enough to embark on a journey and explore new spheres and you do have the bug to experience freedom, generate income (loads of it!), and make a positive impact in your community and the world at large, entrepreneurship can lead to an absolutely amazing life (seriously, I am loving every minute of it!). You are in control.

Of course that can be scary, but above all it can be hugely liberating and empowering.

Becoming an entrepreneur or entrepreneurial investor immediately opens the following doors for you:

- The opportunity to control your destiny.
- Freedom to spend your time doing what's important to you and what you enjoy.
- Unlimited earning possibilities.
- Location independence and travelling the world.
- The chance to personally grow, make an impact, and leave a lasting legacy.

Amazing benefits, don't you think?!

Now here is the thing, you should *seriously* ask yourself:

Why Africa?

Well, here is my answer:

Because, I wholeheartedly believe that you can **amplify all these benefits** when you link entrepreneurship or entrepreneurial investment to Africa's emerging markets...regardless of where you are based by the way. But we get to that later. It's a power-combination that ticks all boxes!

Freedom, big profits, fulfilment, impact.





Why Africa?

Because market demand across industries in Africa is so high that supply cannot keep up with it. Africa's markets have still so much space that competition is usually a minor worry (albeit increasing fast) and right now many of these markets will offer you the world's fastest growth and **highest return on investment (ROI)** on average. All that means that you can accelerate your success potential many-fold both in regards to successful positioning and profit generation. IF you take the right steps in the right order and you remain focused.

Why Africa?

Because Africa will allow you to travel, to connect with amazing people across diverse communities and cultures, to widen your horizon, and to test the virtue of your patience. You will interact in an environment filled with entrepreneurial excitement, brotherly warmth, and basic challenges. Africa will let you grow as a human being. While you make an impact that will be felt. No question about that. You will become part of something bigger: the awakened consciousness and journey of a magnificent continent towards a better future.

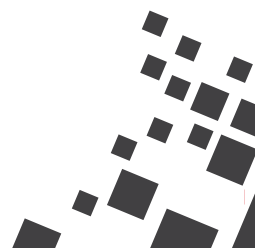
That's 'why Africa'.

And that's why I want to teach you how to get started the right way and in less time. Regardless of the amount of your capital at hand (you may be starting on a shoestring budget), your location (you may be based thousands of miles away from Africa), or what else you may perceive as obstacles.

So if you are ready for that, continue reading until the end...

Hi, I am Dr. Harnet and I am your Africa Business Coach and Consultant online. Through my practicable and action-oriented e-books, blog posts, Africa Business Bootcamp training seminars in the US and UK, and Africa business and investment missions on the ground I have empowered thousands to make more informed and smarter decisions when doing business with Africa's emerging markets .

I regularly speak at Africa business conferences, write for the renowned DHL powered Africa business publication howwemadeitinafrica.com, and have been featured in prominent publications including Forbes Africa, the Africa Club of Air France / KLM, the Africa CEO Forum, and Newsweek.





I also assist international and African companies with market entry and expansion.

I am on a mission.

I am on a mission to empower and guide the African Diaspora, those of African descent, Africans on the continent and friends of Africa to create businesses and make investments that create wealth, impact, and personal fulfilment in their lives.

I have spent the last three years neatly packaging, sequencing, and teaching Africa business strategies in a way that allows you to quickly understand the 'how to', so you can take action. I have designed unique tools that help you to easily navigate through the continent's complex business environment - hands down, you won't find anything similar out there anywhere. I am committed to your Africa business ambitions, I want you to succeed and for that to happen, you need to know how you can get started faster and more confidently while making informed decisions.

And today, I am here to empower you and give you some insights, so you can make that journey. Of course, there is only so much I can cover in this short introductory guide, but I seriously hope it will stir something in you. Something deep in your core that will let you get up, and decide: That's it, I will travel this journey no matter what, because it's this power-combination **of personal freedom, great profit, and positive impact in Africa** that I desire in my life.

Today want to share my 5 Secrets To Starting A Lucrative Business In Africa... Within 6 Months. Yes that is correct. You can get started within 6 months or even less. Many of my students have mastered exactly that. And some of them, had not even been to Africa before.





So let's get started. Shall we?

Here is your 5 step cheat sheet:

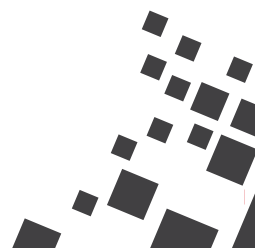
1 Be aware of the 3 things holding you back - and work around them

#2 Unapologetically own your dream! (damnit!)

#3 Mitigate risk in Africa and get started FASTER with the right market selection (here is a secret most people are not aware of...)

4 A Demand-Driven Business Approach in Africa is worth Gold and Saves you TIME.

#5 Set a Specific Time-Frame and 'Stay in the Space'





1 Be aware of the 3 things holding you back - and work around them



First we need to tackle whatever is holding you back.

Your vision can be exciting, but if you have any worries or obstacles taking up too much space (consciously or unconsciously), no grand Africa business and investment ambition of yours will ever come to fruition. To tackle what's holding you back, starts with awareness and acknowledgement.

Once you know these obstacles are there, and once you realize there are ways in which you can actually work around them or with them (I'll show you how), rather than ignoring or fighting them (that hardly ever works), you will be empowered to take meaningful action.





So what's holding **you** back?

Lack of ACTIONABLE Information

Did you know that there are two kinds of information when you think about doing business in Africa or investing there?

There is the kind of information we soak up on Africa business news, blogs, conferences, and related social media platforms...plenty of it out there!

And then there is the kind of information that is **actionable**. Strategies you can apply to your own business model, steps and sequences you can easily follow, tips you can take on board to make concrete, measurable progress towards your own Africa business endeavour...Well, and that kind of information, you have to seek like a needle in the hay.

WHAT TO DO:

Spend considerably more time reading and digesting practical and actionable information on Africa as compared to general market and business news.

Of course, my blog africajumpstart.com, my new YouTube channel, and my yearly Africa Business Boot camp training seminars feed exactly that need. And I will share practical tools and strategies with you as long as you want and during different stages at your journey.

But there are other platforms with a focus on practical and actionable content, that I am happy to recommend, because I value them highly.





They are:

- Howwemadeitinafrica.com
- CNN African Startup (including video)
- Smallstarter.com (published by my business partner and co-author of our book *101 Ways To Make Money in Africa*)
- LionessesOfAfrica.com
- [Africa Business Pages \(africa-business.com\)](http://Africa Business Pages (africa-business.com))

And visit the kind of Africa business events where you can meet African entrepreneurs who have already walked the talk.

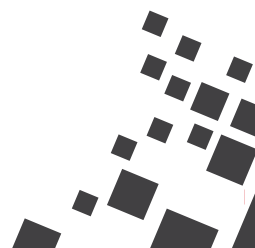
Worry about RISK

The second thing that may hold you back is the worry about risk in Africa. Do you worry about corruption, security threats, bad governance, disease or do you ask yourself how safe your business or investment would be? Trust me, you are not alone. Some of what we hear is of course hyped up; the media feeds us only that side of the story and that sticks. But some of it is indeed true. Doing business in Africa can be risky.

WHAT TO DO:

It's simple.

- Change perspectives: We should not forget that Africa is an emerging market. Emerging markets are more risky and volatile by nature across the globe and that's precisely why competition is relatively low and opportunity for you can sky rocket. So you have to focus your attention on these 'benefits', because your high potential to succeed in Africa is based on its emerging market characteristics.
- Further: Don't forget that millions of Americans lost their businesses and jobs during the economic meltdown in 2006...while Africa's economies continued to climb. This is what I mean when I say that 'risk' can also be a matter of perception. Work on changing yours.





- Learn how to identify **low risk markets in Africa**. Yes, they exist! Start focusing on those when you are new to doing business in Africa. This way you can mitigate a risk significantly from the get go and start much faster. Unfortunately, not nearly enough people are aware of this. But starting in a low-risk market as a newcomer is an important contributor to your success potential..

Your current life is getting in the way & having not enough capital

You may have a busy job, not enough starting capital, little time and energy - and that's what is holding you back to get started with the necessary intent. Maybe you lack the support from your spouse or family who think your idea is crazy. You may have even built a rather successful and stable suburb life in the US or elsewhere and you worry about the need to relocate your family if you embark on your business vision in Africa.

WHAT TO DO:

There is one answer to this set of obstacles that works faster than any other: Amend your Africa business or investment model.

Choose an **Africa business model that aligns** with your present circumstance to get started.

Yes, you absolutely can get started with a full-time job, yes you can get started on a shoestring budget of a few hundred Dollars, and yes you can work around time issues and there is no need what so ever to start packing and move to Africa for good.

How I know? Well, besides having started my own African business in the same 'unfavourable' conditions I have worked with many of my students to achieve exactly that: Identify and implement a business model that aligns with their personal circumstance. Or in another words: Don't try to squeeze your life into a business model that seems out of reach, but create a much simpler business concept that can be easily integrated into your current life.





Here is what I want to let you know.

I relate to almost all of the above - because I have been there. That was in 2012. And mind you, I have been working on the continent for 13 years back then as a Senior Development Consultant for Africa, in projects that were funded by the likes of EU, UNDP, and Oxfam. And I *still* felt what you may be feeling right now. I was out of my comfort zone and confused about what to do - besides, personal circumstances seemed to get in my way.

So, I totally get it.

After all, how do you navigate among 54 markets and a whole range of industries on the continent? Yes, how on earth, are you going to make INFROMED decisions? Let alone trying to figure it all out while you run 'life'?

As a result, months and years may have passed since your Africa business desire was seeded in you. And while the markets in Africa are getting increasingly competitive day by day - you are still wondering, worrying, or procrastinating. And I understand COMPLETELY why you do it.



So let's re-cap how you can work around it:

#You are informed, but none of the information is ACTIONABLE.

==> Get practical and actionable guidance so you can get started without further delay and a good amount of confidence about what to do next.

#You are worried that it may be too risky.

==> Be aware that your success potential is directly connected to Africa's volatile emerging markets and look at low risk markets to get started. They exist!

#Your current life or circumstances seem to get in the way.

==> Work on simple Africa business models that align with your current circumstances to get you started.

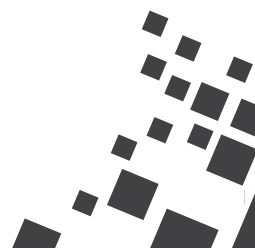


#2 Unapologetically own your dream



When I started to study successful entrepreneurs, so I could change my mindset and paradigms and adapt a way of thinking that would lead me to creating wealth, I heard a fundamental truth that I had never been really aware of: One of the most successful business men and mentors in the US, Bob Proctor, who worked himself up said - the very first step to becoming wealthy is wanting to be wealthy.

It sounds so plausible, but fact is that most of us approach it in the wrong way: Wanting to be wealthy is not equivalent to being stressed about the lack of finance, that is a completely different frequency and a counterproductive avenue. Not kind of wanting to have money, no, but an unapologetic deep desire, a personal conviction that you want to become wealthy, so you can create the freedom and lifestyle you desire! Focusing all your energy on what it is you want to CREATE and become wealthy in the process. Seriously, for some of us this has to hit home.





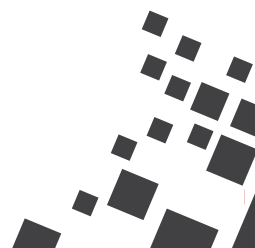
The same is true for doing business in Africa. If you only kind of want it in the back of your mind, or you constantly stress about it not happening the way you would like to, or you just end up talking about it, but taking no meaningful action, you won't go anywhere far with it. Instead, you need to bring this into the forefront of your mind and you need to create a very positive vision for yourself that will at one point turn into a real desire.

Maybe a vision that couples the outlook of creating a successful business and financial independence with a mission to contribute towards Africa's renaissance. Something that is worth getting up for in the morning, and working on every single day during evenings, because your vision is so powerful that you can't wait to reap the fruits and rewards....a vision that holds the path of everything you want.

You need to unapologetically own your personal vision. Your dream, of doing business in Africa, regardless of what others think of it. It may take some guts, but successful people and entrepreneurs don't follow the voice of doubters; that's why there are not too many of them.

So here is an important truth: Your success in Africa is not first and foremost based on market facts and industry news that you digest. But on your own inner work and a conviction to succeed, because you want more out of life. That's the basis and first step for your success in Africa - no doubt.

WHAT TO DO: Start consciously creating that powerful vision and conviction. It's a daily exercise until it becomes naturally a part of you. Be patient with yourself and it will start to blossom.

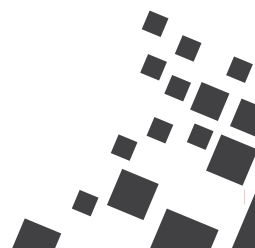




#3 Mitigate risk in Africa and get started **FASTER** with the right market selection - here is a secret most people are not aware of...



I am surprised how many people are saying something like: 'I want to start a business in Liberia.' Or 'Do you have some tips for me for setting up a business in Angola.' or 'We are planning to get this started in Kenya, Uganda, and Tanzania.' When I work with my clients, train our Africa business bootcamp participants or exchange e-mails with members of our Africa Business Jumpstart community I don't usually get back with an answer straight away. Instead, I usually ask something along those lines: 'Great to hear about your enthusiasm and ambition to get something started in _____. May I ask you on which basis you opted for that particular market?'





Here is what I get back most of the time :

'It's where I am from.'

'I have a friend there who invited me to work on this together.'

'I visited a few months ago and really liked the place, so I thought it would be nice to start something there.'

'I have a contact in government there. I met him at a conference and he said he would assist me.'

Now the answers don't surprise me anymore, because I got used to them. And I am not discussing this here to patronise anyone, but to raise awareness:

There is a LOT OF emotional decision making going on. A LOT. And as a result, we see many who are embarking on the journey making uninformed decisions and being left disappointed. A significant number of us have even lost a lot of money and time in the process.

If you live on the continent you may not be able to show the necessary flexibility in order to make the best business decisions based on market selection. Because you are more often bound to the very market in which you are currently based in. And unless you are based in the top worst markets to do business in, you can stick to that market and still apply certain sequences in your decision making processes that will accelerate your success rate.

But then the majority of my clients and target audience is the Diaspora. The professional African Diaspora in the US and UK to be precise. Most of you have built stable and often successful careers and lives for themselves, and now you want more out of life. A life that offers more meaning, more fulfilment, and frankly far better financial returns.

You can really be flexible where in Africa to get started. It is absolutely up to you, and most of the people I work with in the Diaspora actually say so.

Yet, they quickly choose a market and dive in without realising how much **risk ratio and how much opportunity ratio** it holds.





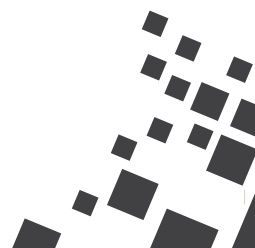
Now here is what I teach - but most people including Africa business owners and experts are widely unaware of - and that is the risk/opportunity ratio of an African market, in which you get started.

Because there are high risk markets and there are low risk markets. And there are high opportunity and low opportunity markets.

You should choose the location for your Africa business model based on assessing the risk-opportunity ratio of that market. When basing your choices on personal preferences, you tend to overlook risk and overestimate opportunity.

The most favourable business environment for you exists in the low risk/high opportunity category.

WHAT TO DO: If you can be flexible in your market selection, be flexible. It will have a lot of benefits, especially if you are a first entrant into Africa. Get started in a low risk / high opportunity market; it will almost always save you a lot of TIME, MONEY, and STRESS when getting started.



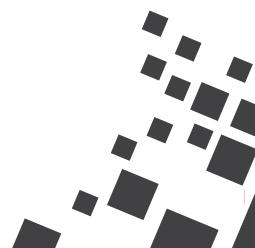


4 A Demand-Driven Business Approach is Worth Gold and Saves TIME.



You have probably heard the saying that someone has become rich, because he had a *million-dollar business idea*. Something unique that has not been out there so far; and someone came up with a genius product or plan implemented it.....and bang!

Here is something else I teach my students and clients: You really don't need amazing unique ideas in Africa to stand out or to earn millions. Your best bet is to look at the local needs and problems in a given target market and meet them. There are needs and problems everywhere, and this is precisely, why Africa today is a pool of opportunity. Because you have economic growth, people with more spending power, and an arrear of challenges that need to be met.





But don't assume people need cars or solar-powered refrigerators and you start shipping them. This is not what I mean and it can actually cause you to fail. Instead: next time you travel to an African market (or maybe you are based in one already), or you have access to a great pool of information online... and you see yourself or someone else repetitively struggling or complaining with a specific aspect, a product, or a service - that's your business opportunity right there.

WHAT TO DO: Every single need or problem can potentially be turned into a million-Dollar business. This is how Africa works at the moment, and you need to be aware of that and maybe change your approach. Look out for the needs in your market, look out in particular for those needs that are being repeatedly mentioned. Because your best bet to starting a lucrative business in Africa fast is to take a clear demand-driven approach.





#5 Set a Time-Frame and Stay in the Space

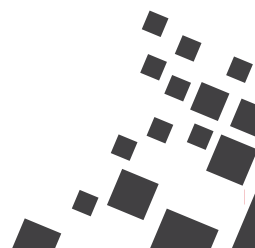


[Image: Dr. Harnet's Africa Business BootCamp training in Silicon Valley, California 2016]

Now here is a success accelerator that cannot be stressed enough: In order to make faster progress you need to set yourself a time-frame for your research, your visit on the ground, and your implementation process.

If you just give it an open end, it may take you years to get visible momentum into your effort, and that means progress will be slow.

Here is the thing: Do you know what the biggest motivator is for us as human beings? It's progress. If we see progress we are motivated to do more and continue - we get continuous energy out of that. And at the contrary, lack of progress will slow your energy and motivation down and that can create a vicious cycle.





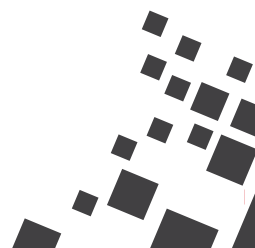
I have seen people engage with me who think 2 years ahead, because they think right now there is lack of capital, a fulltime job, or something else standing in the way. But chances are for many that this will still be standing in your way 2 years later. And by that time, your market will also have become slightly more competitive, because really, things are moving rather fast now on the continent.

One avenue to keep you engaged and that can positively influence your level of progress is - as I call it - 'to stay in the space'. The 'Africa business space' that is. Meet people who have the same ambitions to do business in Africa and connect with them. Take on board what they have to offer. You will find them across the globe at business & investment events, local meet-ups, online communities and if you go down to proper networking many will enrich you.

You see if you feel you are completely on your own with your ambition and vision, it can be much, much harder to see it through. But if you are surrounded by people, networks, educational content, and success stories that enforce our vision *every single day* then your mind is constantly kept 'in the space' and at one point it prompts you to act.

I have seen the most amazing transformation in some of my students. Some of them for example, are Afro-Americans who just had a very broad wish or Africa business vision when they participated at my Africa Business bootcamps. Some had never even been in Africa! And yet I can tell you, their commitment to stay in the space paid totally off. After the bootcamps they decided to take up my Africa business coaching or to join my Africa Business and Investment Mission on the ground and that completely turned around their focus. I had students who went from completely confused in the beginning of March to enormously empowered working on their business model and even talking to industry partners in Africa about collaboration in May.

So let me sum up what you can do immediately to get started within 6 months - and I really know it is possible, because I have seen it happen.





1 Be aware of the 3 things holding you back - and work around them...get ACTIONABLE information and work on a simple business model that aligns with your circumstance.

#2 Unapologetically own your dream...be driven by your amazing vision not your fears or the fears of others!

#3 Mitigate risk in Africa and get started FASTER with the right market selection - because that step will save you a lot of time, cost, and hassle from the get go!

4 A Demand-Driven Business Approach in Africa is worth Gold and Saves you TIME, so start your research with that in mind and design a concept that meets a clear demand!

#5 Set a Specific Time-Frame and 'Stay in the Space' - this is the best proven way to get you the desired progress FAST.

**Wishing you much success!
Dr. Harnet**

