

# Introduction



## Getting Uncomfortable

I will never forget the moment when I finally realized that my life wouldn't be the same. My mother, sister and I were being kicked out of the only home I ever knew. Forced to live in a cramped storage room by bitter aunties, uncles, and step-siblings, we were given one week to collect our things and leave. And to make sure we left in the given amount of time, they turned off the electricity, which made it extremely difficult to see all of our belongings that were stuffed inside along with us. I was 10 years old, I had just lost my dad, and with his life also went my easy childhood. My dad had been a successful entrepreneur and as is the custom in Uganda, he owned several estates, each home to a wife and children. He took care of everyone in our huge extended family, and even paid rent and bought food for people I'd never met. My dad was the heart of our home. While he was alive, I never felt like there was anything we lacked. Almost instantly everything had completely changed for me the moment I learned about his death.

Throughout my life, I've noticed that every single time I'm faced with an uncomfortable situation, I push myself even harder to get out of it. This is something that has become second nature

to me, something I really cannot help. In the first few days after losing my dad, we didn't have anything. We left our lush estate behind for a small shack in the slums where the electricity would go out every day, and when it rained, the whole house would flood for hours. The only thing I remember having was a lingering belly pain from not eating for what would sometimes be days on end. But even then, I knew the hunger I felt ran deeper than just wanting chicken for dinner. I was starved for success – craving a comfortability that would only come once I had enough cash to take care of myself and my family. I knew I needed money, so I went out and did whatever I felt was necessary to get it. As a child growing up in a poor community in Uganda, that meant becoming imaginative with how I helped support us, and eventually starting my first side-hustle before the age of 13.

Now I'm not saying you have to be dirt poor and starving in an under-developed country to start a business. However, I know that experiencing adversity has helped me tremendously in my entrepreneurial journey. Since I was a child, I've pushed myself past what's expected. I even find myself pushing past what most people think is possible.

### **Embracing Change**

We can't predict what will happen in life or what the future might bring us, but we can prepare ourselves to face the inevitable curve balls. There is a saying in my country that has helped me tremendously throughout the years. Roughly translated, the saying goes, '*there is nothing that doesn't end.*' When you're going through something difficult, there's nothing better than knowing that once the appropriate amount of time passes, then that suffering will

too. That aphorism doesn't just apply to the hard moments, but to every single moment we might experience – including the ones we love. In my life, I've learned that those times where we are happy and most comfortable must also come to an end. Although in a process where everything has a final point, it's up to us to make sure that when things do stop, we end up on top.

Once things changed, so did I. I began doing whatever I had to do to make the circumstances work in my favor because I felt like I had no choice. I knew my life was changing, whether positively or negatively, that was ultimately up to me. And if it meant being broke again, then I was already dead-set on not letting that happen. Scaling my businesses to unimaginable levels made me realize how much potential we all have to do extraordinary things once we're faced with change and driven to operate outside of our safety net.

What I've learned since becoming a wife and businesswoman is how important it is to trust my intuition. I've learned a lot through trial and error, and I've fully embraced my infatuation with taking risks. Many busy, working mothers question whether they are doing enough. These are the same women who've put their dreams aside to make space for the ambitions and needs of their husbands and children. It wasn't too long ago when I was faced with the task of deciding whether or not I should put myself first for once in my life. I had hit a challenging point in my marriage, and I asked myself what it was I actually wanted. Life as I knew it had come to a crossroads where my reality of being a stay-at-home mom and the desire to still pursue entrepreneurship collided, and I needed to find a balance to make it all work. For a

short moment, I wasn't sure if it was possible to be the powerful woman in business I wanted to be and still take care of my family as the mother and wife they'd known. But what I want you to understand is that no matter how stretched you might feel, you are enough. It is absolutely possible to do the things that seem to be out of the ordinary or untraditional. You just have to trust yourself.

And maybe your dream is not to become a millionaire or to run a business. Perhaps your goal is to finally take that solo trip to Europe or skydive from a plane 15,000 ft in the air. Whatever you hope to achieve, this book is designed to help you do that. Through my life experiences, I've learned that we must continuously work toward bettering ourselves and our surroundings because it's the only way we can make a lasting impact that meaningfully affects our lives. Each of us has no choice but to face change every single day, but it is what we do when faced with these changing circumstances that make all the difference. Maybe a shift in your life has brought you to this book. Maybe you are reading this book right now because you are longing for some kind of confirmation between these pages. Whatever brought you here, you must recognize the power you have to redefine success on your own terms. You are not here by chance. Realize that there's never a reason why you should feel like you have no control over what happens in your life. Embrace change and launch your own life's mission by doing things differently.

### **Shifting Perspective**

Growing up in Uganda, I felt like there wasn't much for me to aspire to other than becoming a submissive wife to a domineering

husband and a doting mother to as many kids that came. And I don't mean to ruffle the feathers of any native Ugandans who may be reading this, but at that time that's what I was used to seeing. As I watched my older sister and female cousins live out married lives that didn't seem at all fulfilling, I couldn't help but be repelled by the idea of willingly accepting that kind of path for myself, so I chose to become a dreamer. Every chance I got, I dreamt of what life would be like once I grew up and moved to a place where I could have my own business, my own money and the means to take care of my entire family. Most nights, I would lie awake with the hot evening air stinging my cheeks, my mother and sister sleeping soundly next to me on the bare floor of our one room home in the slums. Often cuddled up with nothing but a small sheet, I closed my eyes and envisioned an enormous mansion lined end to end with tables filled with all kinds of delicious foods. I remember visualizing the life I wanted, and what I could see in my mind was so much more appetizing than my reality. Even though I was never sure of how I would experience any of the things I dreamt of, I truly believed the difficult time I was facing would eventually end. That's the thing I love about children and often see it in my own kids as I raise them. They understand and wholeheartedly believe in limitless possibilities. They follow their curiosity and aren't afraid to pursue something, regardless of the risks involved. I hope this book reminds you to reconnect with your childlike wonder. Whether you are a mother or not, we have all experienced a child's innocence. We've seen the future in their eyes. This shift in mindset toward manifestation has never fallen short on me, and because of that shift,

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I have created my life and have not allowed someone else to control the narrative.

I believe that each and every one of us has had an idea for a business or invention at some point in our lives, but many of us don't act on those ideas simply because we're afraid. For many of us, we don't feel worthy of success. Others may not believe they're capable of getting there in the first place. Our circumstances might condition us to think that there are things we can't achieve or places we can't ever go. Maybe someone close to you has told you outright to your face that you will never amount to anything. I know exactly how it feels to have people look at you like you're insignificant. Nevertheless, when nobody else believes in you, you have to believe in yourself.

As a child, I embodied an entrepreneurial spirit and didn't even know it. When I started my first hustle, I didn't understand the return on investment. I wasn't worried about supply and demand, and I didn't use a balance sheet. I was drawn to a problem, and I knew I needed to make money as soon as possible. I believed I could earn a small income by starting with just an idea and building on the next practical step. While my father was alive, I was far too young to truly grasp his business acumen, but I can't help but think that since his passing, his hand has guided me throughout the toughest of times.

The truth is, there is no way you will be able to recognize business opportunities if you have not trained your mind to look for them. We all have imaginations, but some of us never use them, and that can make the world seem much more rigid than it actually is. Just think, how often do you find yourself daydreaming? How often do you direct your energy toward something you

like, something you find worthwhile instead of something you're having trouble with? In learning about the law of attraction, I've been able to understand that all the energy that we direct toward the things we think about pulls us closer and closer to them until finally, these things can be ours. What is your energy pulling you closer to?

I feel like most people have no problem with losing the sense of wonder that we have as children. Maybe they think it's just a part of growing up, I'm not sure. Our imagination is what gives us the chance to envision our future. With that comes goals to reach, places to go, and new experiences to have. Experiences that are worlds away from where we are now. Believe me when I say that until you begin looking at your life for what it could be instead of just fixating on what is, you will never know anything different.

### **Becoming Resilient**

I've started too many businesses to count. Each one wasn't always successful, but there was never a time in my life where I made an excuse as to why something did not work out for me. Anytime I've had a failure, I turned my focus around to learn from it. I asked myself hard questions like, *'What could I have done differently? Was there a moment I didn't do enough research before I made a decision? How can I take this loss and turn it into a win?'* Instead of justifying my weaknesses, I leaned more into my strengths. I made myself the sole person responsible for whether I succeeded or not. Because whenever we use our situation as an excuse for failure, we're only hurting ourselves. No one on the face of this earth can keep you from getting up and starting whatever business, project, or adventure you'd like, except for you.

Everything I've achieved has been due to my own business principles that anyone can apply anywhere.

1. Dream beyond your comfort zone
2. Validate your business idea
3. Map out your plan and execute

That's it. I told you it was simple. In my journey as an entrepreneur, I've learned that not a single one of those principles I mentioned costs money, but the time and effort applied to each is what gives them their value. And you might be thinking, '*but how do I do all of those things?*' In this book, you'll learn how to find business ideas for yourself, how to validate those ideas and eventually transform your goals into meaningful returns worthy of building wealth. Now it's your turn to take a chance and act on your skills with the resources you have access to. Once you change your mindset, you'll start identifying opportunities everywhere you look. When you understand how to observe the market and what you can do with that research and data, then you will be able to change your reality. As long as you are moving forward, you are headed in the right direction. But you have to make those moves for yourself. No one else can do it for you. Because having access to all the opportunities in the world means nothing if you don't use them.