

Entrepreneurial Women Success Secrets

Netty'D Founder of Billionaire Babes



**“Simple
Strategies
That Will
Sky Rocket
Your
Success”**

About Annette Lackovic (aka) - Netty'D

Netty'D is fast becoming known as the expert in Australia for Entrepreneurial Women's Success. Starting in sales at the age of 12 to running a multi-million dollar ladies health club at age 21. Netty'D learnt very quickly how to package and position yourself and your business as number 1, whilst understanding the absolute fundamentals of what makes a business sustainable. Her 20 plus years in driving businesses culminated in Netty'D becoming known as Australia's #1 Female Sales Trainer and with her expertise she has built a successful company Billionaire Babes to help business women make REAL money through world class strategies online and offline.

Netty'D has been featured in many print publications and she has also appeared on channel 9's A Current Affair, yet besides her numerous accolades what really drives her is her passion in helping individuals thrive. "Nothing excites and drives me forward more than helping people reach their ultimate goals, personally and professionally. My gift is specific strategies and motivation. When a client shares their goal, my mind works like the matrix and I automatically start seeing the pathway on how to craft the easiest, safest and most fun way for them to reach ultimate success."

Netty'd provides cutting edge business and personal performance strategies through one on one client coaching, tailored company inhouse training to live extraordinary life change events that help individual sky rocket their success. Netty'D can be found through her two website www.annettelackovic.com and also www.Billionairebabes.com.au



Introducing Netty'D

Welcome! Are you a coach, consultant, small business owner or a skilled professional who continually is being pulled from pillar to post by your business and still not making enough financial traction?

Perhaps you have started creating the business of your dreams but are now struggling to pay the bills and considering going back into employment? Perhaps you start thinking of a new, bigger and better business idea as the one you have crafted is not working out the way you dreamt?

I know , I've been there!

Hi I'm Annette Lackovic, my nickname is **Netty'D**, the D comes from my maiden name Dobbins. The nickname started from my LOVE for music at a young age, with my stage name being Netty'D when I rapped (pronounced NeddyDee), and over the years it just stuck through my professional growth. As I still have a LOVE for music and still love to bring fun into my work life, I'm totally A-okay with it!

So you have created a business and know it should be the leader of the pack but something is just not working. Like many entrepreneurs start a business because it's something they have a gift or passion for and know they should be the expert in their field, getting paid handsomely for it but just continually hit a brick wall. You continually scratch your head thinking "how come others can do it but I can't", right?

But it is possible to run a six or even a seven figure business starting from scratch, that's exactly what I did in a 14 month period, once I knew the secrets of Entrepreneurial Success.

Today, I have an extremely successful company called Billionaire Babes, a company that is focused on helping you get to be number one in your industry, monetizing your business and to be able to live a life by design.

My mission is to **Inspire Others to Reach Their Fullest Potential**, and it took me sometime to realise that gift. I was continually put in a box 'Australia's Number 1 Females Sales expert', 'Sales Trainer', 'Performance coach', yes there are many things I excelled at and it wasn't until I was interviewed by A Current affair as an Entrepreneur that I knew all the coaching and tailored training I created for small businesses to high end corporate companies actually gave me the right to start saying I am an entrepreneur and can help you in many areas of your business.



My work day varied depending on the client I had and their compelling needs to help their business grow. Some times, it was internal issues (so I'd pull out my NLP /Neuro Linguist Practitioner hat out), sometimes it's purely business concerns working on sales strategies . Throughout my 19 years involvement in business, and starting my very own back in 2006, I noticed that your business is really a replication of yourself and the more you grow, the more your business will grow. If you have a lot of crap happening in your life, this is normally mirrored throughout your business and shows up financially. So, my Entrepreneurial Success Secrets is about working with both your business and your head space making it 'Even Steven'! Ca-pish?

What's the State of Entrepreneurs, Solopreneur's and SME's today?

Recently I wrote two songs, that I then produced and created film clips for, to reach out to my Entrepreneurial women. **Introducing Netty'D** and **No stopping Me**, both songs were inspired from all the feedback I received from clients in 2012, the obstacles they were challenged with; psychologically and externally. Check it out on my youtube page [Nettyd23](#). (If you enjoy them make sure you hit the LIKE Button)

Many businesses today unfortunately shut shop within 24 months and the newest Australian statistic in July 2012 was that 96.7% of businesses close down within their first 2 years and a staggering 98.9% fold within 4 years. Why?...from financial strife, not having enough money to pay themselves a wage, nor being able to keep up with the bills.

Many businesses fail as they do not know the correct steps on how to run a super successful and sustainable business. Unfortunately many think they do, but the statistics show they obviously need guidance, proven strategies and help from experts, as it's not the walk in the park they thought it would be. I wrote an article after reading these statistics about 'Bootstrapping your business' and was asked to have it published in the Network Fitness Professional Magazine, about when growing your business *where is the area to invest in and where to bootstrap it and do it yourself?* From what I have seen, this is the difference between **making it or breaking it**. It's imperative to have someone who has had the success that you want, or is a professional who is helping others in business succeed, it's the one area you need to invest in if you're committed in making it in business. And be most thankful when you do. I have seen clients be riddled in happiness from taking a huge step and investing in themselves and their business. It's the best gift you can ever give yourself...not to mention your family.

Secret Tip No# 1

What's your relationship with money?

Are you ready to make outrageous money or are you subconsciously sabotaging your success? We have all had programming from a young age from guess who...yep our family! Our parents, grandparents, the society we grew up around all influenced our relationship with money.

I notice many have guilt attached to making money, especially if you are in the healing industry. The most regular area I work on at the start, is working through their belief patterns of "I've got a gift to heal people, but feel bad for charging for it". First and foremost, you need to decide if your here to make a profit out of your business or not...if not call it a non for profit organisation or decide to be a hobbypreneur but don't call it a business and put yourself through the torture of trying to make a wage from it.

It comes down to the word DECISION...decision means **cut off from**; have you ever noticed when you made a non negotiable decision, perhaps it was a decision to lose 5kg of body-fat and as soon as you decided you were so focused and nothing could stop you, not even the yummy smell wafting from the bakery. Being totally conscious of your decisions is first and foremost, then you need to look at some of the internal STUFF that coming up.

"I want to charge more, but I couldn't even afford me - so I feel like a fraud". "What will my peers think", "who am I to charge more", "my clients won't pay it", "They cant afford it"

We must understand the clients who see most value and get best results, are the ones who truly invest in themselves.

I recall my very first large investment to do a course to help me in business... it was \$7,000 dollars, besides having my husband have a heart attack, it had me so focused in implementing everything I learnt, I realized for the first time ever I took my business goals very seriously.

Do you want more clients who get extraordinary results from what you do, the ones who give you less headaches, the ones who are determined to meet you half way and know they too need to take responsibility. The key here is ensure you spell out loud and clear what your specialty is so you can rightfully claim your expertise. Charging the true value of what your service is worth will not only have you deliver quality but have you be positioned an expert in your field.

This is sometimes a hard nut to crack and I help you crack it in my coaching and live events. For now, it's good for you to start noticing that there is a high chance you are not charging enough for your services and you need to put your prices up. You WILL attract the clients you're meant to have and be able to add more value to your services.

Now, just to clarify one thing here, if your goal is make \$60K a year (which is still on a Ok wage as an employee) then keep doing what you're doing. I'm talking about if you are wanting to become the expert in your field, or to have a business thriving financially and helping people on a greater scale so you can leverage your business to make six or seven figures annually. These are the secret tips you need to be busting your chops to do. Putting your prices up is one thing, however it's not going to be the end all and be all, that's where tip two comes into play.

Secret Tip No# 2

Stop working the old 'dollars for hours' model.

There are only so many hours in a day and to create the life you want without burning both ends of the candle, we need to be rewired and learn "how do I work smarter, not harder". Most of our programming through school and college education is old school business models where you are required to be present to be able to do the work and get paid. eg: accounts, consultants, customer service, personal trainers, beauty therapist and photographers all need to be present to do their work.

So how can you leverage your business more?

My goal with my clients is how can I get you working less but making more cash? How do I get your business ticking over with sales while you sleep, how can we leverage your business so you have 3 different income streams that flow into your business without you having to be there for it to function?

Don't get me wrong, it's not a walk in the park to set this up, it will take a fair bit of your time and energy...and normally a little bit of cash to set it up. Yet when it's ready to launch - you can sit back and watch this baby work it's magic.

Now, the biggest mistake I see is how you use your time to set something like this up, how you use your time is essential to your entrepreneurial success.

Secret Tip No# 3

No more 9-5 mindset.

Being a successful entrepreneur is about being smart with your time, there's no more clocking on and off the normal day job of 9-5. You've probably noticed that your mind is totally consumed with ideas, clients, the next newsletter you need to send out, the next Facebook post, how can you create more value to your clients, how can you serve them more? It never stops and that's why in my song "No Stopping Me" I've dedicated one line to entrepreneurial mothers; "trying to juggle so many worlds...does it make it hard because I'm a girl". Goodness knows how on earth you gals do it - gee, I certainly take my hat off to you.

You need to work smart as **TIME IS MONEY**, if you don't get things out and tasks completed you don't get paid. The longer you take to set up one of your passive income streams the longer it will take for you to reap the rewards.

My conversation on this subject sounds like this:

"What are the task you can do after hours and what tasks are necessary you do in business hours"?

Example 1: If you want to build your client portfolio, then phone calls, prospecting, meetings are done in business hours.

Example 2: Anything to do with creation work - creating websites, sales funnels, video edits do as much as you can after hours. Stop being scared of selling and avoiding those sales calls, one of the biggest mistakes I see is putting tasks that only require you (like typing emails/or content) before voice to voice sales conversations. Remember a business is nothing without sales, even a non for profit still needs sales to stay open.

That's what I mean by using your time well. Be selfish with your time "if you're having a conversation in business hours, get conscious in asking yourself this questions - "Is this conversation moving me closer to my business goals or away?" If there is no value in your conversations on the phone or tasks that you are doing politely wrap up the call and/or organize another time if needing to be competed. Organisational skills are crucial.

Start looking at your hours you work as an hourly rate, another question to ask "Is this the most productive thing I can be doing this hour"? If not **reschedule it!**

Learning to become self invested and squandering your time is going to be one of your biggest asset to Entrepreneurial Success. We all have the same amount of time in the day, but it's up to you how you use it. As soon as you start respecting your time, so will other.

Time is inflexible the only time you have is NOW, so get laser focused on your highest priority tasks because at the end of the day you will pay one way or another.

Secret Tip No# 4

The good old Pareto Principle- The 80:20 Rule

When I was 26 I moved into consulting, and started focusing on helping other corporate companies grow their sales. To build my client portfolio, I had to do cold calling for the very first time. The crazy thing was, that after all my experience being immersed in sales and running a large health club business, all those years I never needed to do a 'completely cold'- cold call - I mean straight from the phonebook! I always had worked with multiple lead generation strategies, low and no cost which gave me an endless supply of leads. But I was starting out with a blank canvas with the new consulting role and had to grow it from scratch.

After my first hour of cold calling I recall walking into my now husbands (back then boyfriends) office, falling in a heap at his desk crying and saying "how can I ever teach anyone to sell if I can't do a cold call". Petar being logically minded as our lovely men are, asked me what training have you had on cold calling before and I replied with "none!" This made me realise that there must be strategy, some type of blueprint for cold calling and I just haven't cracked it yet. So I enrolled in a cold calling telephone course and started to learn some techniques to mix in with my sales knowledge.

I created my formula and started calling, as weird as it sounds even though I had success for the first week, I decided that answering emails and doing administration work when I first got into the office was a whole lot nicer to the ego....and I would push the cold calling back till the afternoon, my excuse was I'd be more mentally warmed up. Though by the time it got to the afternoon I was tired and felt unmotivated. But really what was going on was it was the hardest part of my day, but I just didn't want to acknowledge it.

Finally it came to the end of the month and I had only had got one new client on board, nothing like a good wake up call! I realized I was dodging the 'hard task' because it made me a little uncomfortable; and that's where the Pareto Principle comes into play:

The definition in the current wikipedia is: ***The Pareto principle (also known as the 80–20 rule, the law of the vital few, and the principle of factor sparsity) states that, for many events, roughly 80% of the effects come from 20% of the causes.***

So here it is in laymen term:

It is a common rule of thumb in business that:

"80% of your sales come from 20% of your clients".

"80% of your problems come from 20% of your clients",

"80% of your results will come from 20% of your efforts" ... like cold calling, sales calls, prospecting follow up calls, sales meetings. However why do most people push it aside if it's so imperative to your success? Because the 20% task that give us 80% results or financial return is normally the task that STRETCHES you and the 80% task that gives you only 20% results/return are easier and not challenging on your self esteem.

So I made myself a deal, at the start of every morning I can't do any other work until I have made 3 new client appointment bookings, then I can do all the other 'fluffy stuff' that falls into the low \$\$\$ return activities. This simple mindset activity changed everything.

The wonderful thing for me was I became successful at it and by the end of my second month, I was full with 12 month contracts of consulting clients and couldn't take any other clients on. Which also meant **NO Cold Calling** needed as now I could work referrals if any ever dropped off.

Moral of the story is: What is the #1 thing you need to have to ensure your business is THRIVING? That's your 20% activity that will give you your 80% result. Write a list and prioritise it.

Most of the time it will have some association to sales, making money. Let's be real for a moment, we don't go into business to break even and struggle to pay our bills, it's to be able to do what we love and make a profit so we can create a lifestyle that fulfills us, whether it be to spend more time with loved ones, traveling around the world or being philanthropic and helping those in need.

The wake up call is this, **Successful people who are at the top of their game are there because they are willing to do the stuff others don't.** What do you keep pushing aside that is stopping you from truly being the successful you, the better version of yourself.

The Key to Success is the second letter...U!

Secret Tip No# 5

Seamless Selling Secrets

Everything in business is about knowing how to monetize your business, that way you can build a life by design and really do wonderful things to give back. I've mentioned it a few times above that your business is nothing without sales, so this last section is about helping you inject it into your business.

The number one fear I get when coaching, is the fear of public speaking and fear of rejection. That's why selling is the biggest personal development course you can ever do for yourself as it brings to surface all your concerns and reveals your true strength ones I help you push past it.

The first thing I do when a client shares this with me is a diagnose is it because of their 'headspace' eg: The story they tell themselves, fears of rejection etc OR if its because they have no strategy, no process, no system to follow so they feel stupid and always trying to wing in so to speak.

This saves me and the client time as now I know where we need to work on first.

Headspace is what I absolutely love as I can crack a client through their fear and obliterate it in one session. One of my clients who sells investment properties from the stage, came to me for sales strategies. To gauge where she is at I asked her how she feels about her seminars and what goes through her mind knowing she needs to sell. To my surprise she said this "To be honest, as I walk in the room and I start thinking of excuses to cancel the seminar. I think pretend your computer won't turn on, or your usb that has all the properties to show them isn't working".

I could give her all the sales coaching strategies in the world but it will be a complete waste of time if I don't fix her headspace right, as there is a reason she is telling herself this stuff and that's what I worked on. In what felt for her a 5 min session (it was actually about 40mins) I had her reprogramed like a computer and she went from selling 2 properties to 15 properties immediately after that session. All from fixing the internal dialogue and then giving her an easy to use step by step blueprint to follow in her sales process.

The Biggest Mistake In Selling

Being able to inspire your customers to say yes to your product or service is an art form. The pushy sales people you have encountered, you know the ones you vouch that you never want to be like them. The Pushy have no idea of **emotional connection** and being **engrossed in your needs**. The most successful at sales are those who truly love helping people, who are zeroed in on the clients needs, they have great compelling questions to ask and know that timing and flow of a sales process is imperative. The last thing they ever look is pushy and not caring.

Let me ask you this, are they qualities you have?

- Love connecting with your customers
- building massive rapport (real rapport),
- Actually LIKE people (as this does help-LOL)

Then thats the start of a successful entrepreneur. Start seeing selling your product/service as a giving process. Sharing your gift to others. Helping others get what they want, fulfilling others need and wants. Then wrap a process around how you get that message across.

Now most of the time it's because you haven't been trained on HOW. Especially if the customer takes control and says "Hi, I'm pushed for time just show me what you have and how much does it cost". Most people crap themselves and start selling YIKES...and do it in such a logical manner where the client really isn't emotionally involved. And you walk away thinking gosh that was horrible, I don't want to go through that again. And round and round we go! You know buying is emotional, but how do you make it emotion, especially when you have customers who are scared of being sold to?

The biggest mistake I see is most people present their product way to early in a presentation, and have no idea of the steps and order of a sales blueprint to ensure you have success.

So Where Can You Go From Here?

How good would it be to turn those hard hitting control freak customers into obedient puppy dogs. How would you love it to know a step by step process on how to deliver your product/service and have more clients saying yes to you more often.

Knowing the steps on when to ask questions, what questions to ask, when to present your product/services, how to present it, how to explain your prices which are totally logical and make the more emotional is not a fluke, it's a tailored system. Seamless and invisible to your client, and will feel like one big LOVE affair throughout your meeting.

In 2011, I held an event for Entrepreneurs, Small & Medium Business owners. Called **The Sales Success Blueprint**. It was a total sales immersion of a tailored system you design in the class, so when you walk out you hit the ground running. Most my events start from \$2k up to \$12K, if that seems like a lot...well you can only image the results my client are getting and are happy to invest that on a regular basis. By implementing just one strategy could easily generate up to \$50k, you'll see on the DVD a lady comes up to me whilst I'm on stage and say she'd singed up two new clients over lunch and hadn't even completed the full days training yet!

If you don't have a tailored system and never had a professional sales session on your business then I think my "Sales Success Blueprint" is the answer to your dreams.

The Sales Success Blueprint

Live Event DVD Set



3 DVD's & Workbook

Watch this preview of some of the footage of the event here:

www.billionairebabes.com.au/salesuccessblueprint

An 8 Hour Workshop In A Boxway below any ticket price.

If you want a way to connect with your customers face to face or on the phone, and be able to enroll them as a long term high paying client, then **The Sales Success Blueprint** will help you with a easy to use step by step winning formula you can immediately apply and see immediate success.

Take a look at some of the things you'll learn- taken straight from some of the copy we used to marketing the event.

Calling all coaches, consultants and business professionals

*Are you costing yourself **sales & profit** by not converting your enquiries, leads or marketing opportunities? Do you have a **systemised sales process** that can have anyone in your team able to sell like a **champion**?*

Learn, create and walk away with the Sales Success Blueprint that you and your business really needs to convert potential customers into ongoing, loyal, paying customers!

This is not just a seminar, but a practical hands on workshop where you will be tailoring unique sales strategies, skills and systems for your business.

Your specific Sales Success Blueprint will have you ready to implement and have you increasing income immediately.

YOU SHOULD ATTEND IF YOU:

- Know you're losing sales and selling opportunities
- Deal with face to face or over the phone selling
- Fear sales but need it to keep your head above water
- Your business needs you or a staff member to sell
- Learn how to Accelerate customer buying timeframes
- Use the phone to book appointments, do cold calls or follow up calls and hate pushy, scripted sales processes
- Never want to get a sales objections again

The Sales Success Blueprint

Live Event DVD Set



3 DVD's & Workbook

If you are ready to make the investment into you and your business, I encourage you to act on this special offer **Normally \$249, Save \$50** to own your very own tailored sales blueprint DVD for

ONLY \$197

Click the **SPECIAL OFFER** link **NOW** : <http://www.billionairebabes.com.au/salessuccessblueprint>
I'm so confident you will love this, I have attached my 60 Day Money Back Guarantee. It's totally risk free! [Buy Now](#)

Click the link to **WATCH** a preview of the event [here](#).

Health, Wealth & Happiness,

Netty'D

PS- If You have any questions about the **Sales Success Blueprint** we're happy to answer any of your questions any time, drop us an email and we'll get back to you within 24hrs.



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