



International Stress Guru
Carole Spiers
finds inspiration within the
townships of South Africa's
Western Cape.

Self-marketing within the South African context

If You Want Sustainable Success, Wanting Is Not Enough...

Developing success in one of the world's toughest environments

For many years I have devoted large parts of my life to helping people throughout the world, who for whatever reason have found it difficult to help themselves. And for the last three years, my partner and I have been revealing the inner secrets of self-marketing to budding entrepreneurs in the townships of South Africa's Western Cape.

The townships rarely get a good press, and the popular Soweto day tour is seen as a fashionable dare, rather than a desirable travel experience. But away from the big townships, often scarred with the

kind of ugliness that tends to breed violence, you will find many small communities that are blossoming into useful life, and that reach out to welcome groups of discerning tourists. The craft villages of the Western Cape show this kind of enterprise at its best, and there is no doubt that a day or two in these scenic hills make a refreshing contrast to the more conventional delights of Cape Town.

Our first journey to Cape Town was made on New Year's Day 2005, from where we journeyed eastwards along the famed Garden Route. Since that time we now stay in a guesthouse and work in the townships at least twice a year.

Our initial aim was to go outside the usual tourist trail to meet the indigenous people of the region, i.e. the ordinary working African man and woman and, in particular, those who were running - or wanted to run - micro businesses. Currently it is still novel for overseas visitors to move away from the established tourist itinerary and also a little unusual for professionals from abroad to give time to local communities on a voluntary basis.

As our base, we chose the small seaside town of Mossel Bay. The focus of our first trip was to become familiar with the geography and a little of the history of the Cape and surrounding districts, and to learn something of the local economy and the interaction between its communities - black, white and Cape coloured.



During our second trip we embarked on a dialogue with members of the African community living in the townships of both Cape Town and Mossel Bay. We were also introduced to Anthea Rossouw, CEO of the Dreamcatcher Foundation - www.dreamcatcher.co.za - an organisation headquartered in Cape Town and with branches overseas, whose mission is to help and motivate South African entrepreneurs (and small business start-ups) to succeed by offering support, training and professional assistance. Dreamcatcher also encourage volunteers from all over the world to stay and work together with local communities on a variety of projects, and we found an immediate affinity and empathy with both Dreamcatcher and its passionate, dynamic, articulate and highly experienced chief executive.

The first step on the journey

Our third trip in August 2006 was pre-planned together with Anthea, and involved holding two-day workshops on Marketing Skills for Small Enterprises and Business Start-ups. The inspirational and motivational sessions, entitled '*The 8 Step Process to Leadership and Success: Empowering the Hidden Entrepreneur Within*' were held in Khayelitsha township in Cape Town, and taught the basic skills necessary to become leaders and entrepreneurs.



The attendees increased their understanding of what it takes to be successful in terms of commitment, determination and passion. In particular they:

- developed their self awareness in terms of their weaknesses and strengths and how these can be used to their benefit
- improved their personal and business communication skills so that they could communicate freely with potential customers
- spent time developing their image and learning what would help them stand out from the crowd
- learnt the importance of being professional and ensuring that this image was how they would become known
- learnt to understand that they themselves are part of the product they would be selling

The many attendees who came from various locations, some many miles distant, were enthusiastic and eager to learn the basic skills necessary for marketing their products or services and dealing with their customers. Although from different

Proven Formulas for Marketing Success

Do you wish you were better than you are?

Do you:

- Sometimes think that you are greater than the sum of your parts?
- Know you should be doing more to improve your life?
- Wish you could make a greater difference to yourself and those around you?
- Want to access your hidden potential?
- Learn by the mistakes of others or insist on making your own?
- Give as much energy to your dreams as you do to your fears?
- Think that 'success' is only for others?
- Lack confidence and self esteem?

The answers to all these questions lie within your grasp. You have as much right to be successful, to achieve your goals and to realise your dreams as the next person. It is all down to you designing your life and creating your own opportunities rather than letting life dictate them for you.

Do you find yourself saying 'success is for others but not for me' or 'other people have all the luck', as if luck were only dished out to a few? Have you chosen the 'opt-out' clause in your contract with life and feel fully justified in having done so?

Why do you do this? Is it because you think you don't deserve success? Is it because you would like to raise your game but simply don't know how? Is it because you think you don't have the ability to achieve? Or is it because **you** are getting in the way of your own success?

Your self-limiting beliefs and fears may be stopping you achieving your life plan. But believe me, you really can be:

- the BEST in your business...
- the BEST in your family....
- the BEST in your team...
- the BEST in your relationships...

You are the only obstacle to your success!

As soon as you acknowledge this you have the key to your success. You can begin to move on and start looking at what you have to do to make a positive difference in your life and be the success you deserve to be.

Passion isn't everything!

People think passion is everything. Well sadly they are wrong. 'Passion' and 'wanting success' are **not** enough to make it happen - which is why I need to let you into the secrets of what is:

- You don't 'achieve' success – you have to 'find' it.
- Success isn't about just doing – it's about making an impact.
- As Arthur Ashe, the Tennis Player said, 'Success is a journey and not a destination'.

Passion is only the fuel. To succeed you need to assemble the engine - in the form of a **strategy** that will achieve sustainable, profitable growth. And doing this means concentrating on five fundamentals - my personal five-point plan for promoting you decisively to the next stage of your career:

1. Focus

- Know exactly where you want to go. Identify your goal and chart your route.
- Research your market to ensure a favourable positioning of your product.
- Write a formal Business and Marketing Plan including detailed costs and forecasts.
- Maintain an attitude of total commitment and never allow yourself to get sidetracked.

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2. Prepare

- Think 'New Me' - a fresh mindset and an optimistic spirit of improvement.
- Be ready for the sense of working in a different size or shape of team.
- Let go of established routines that may not fit your new set-up.
- Ditch any self-limiting beliefs that may have been holding you back.

3. Develop your relationships

- Sustainable success depends on much help and inspiration by others.
- Exploit every relationship you can - some of which may take years to mature.
- Identify individuals whose skills will help you raise your game.
- Join networking groups, cultivate gurus, hire a coach for key agendas.

4. Promote yourself

- Create and broadcast a memorable image for yourself and your product or service.

- Take every opportunity to appear in the press, on radio and TV.
- Post your own publicity on the net, including prestigious White Papers.
- Use the net to bring in instant business via blogs, eBooks, CDs etc.

5. Build your resilience

- Persistence is widely identified as the No.1 factor in business success.
- It's going to be a long trek – so don't be thrown by unforeseen setbacks.
- Don't let the pressure undermine your health. Eat, exercise and sleep well.
- Aim at total absorption in your work, in the spirit of loving craftsmanship.

Achieving success is a long and often challenging journey. But if you can keep these five fundamentals fresh in your mind, the one thing I can guarantee you is that it will be fruitful, and most of all it will be FUN! You have the power to make the impossible become possible – and your dream become your reality!

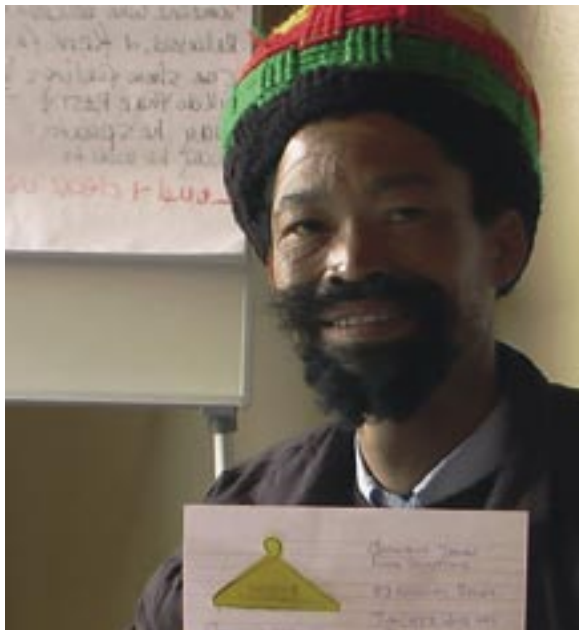
occupations and a wide age range, they all without exception were eager and enthusiastic to acquire new skills to improve their small businesses, and the basic skills of communication and marketing in order to start new enterprises.

One quality in all of them, however, stood head and shoulders above the rest – a resilience that enabled them to strive to rise above the difficulties in obtaining finance to fund their ideas and invest



in their chosen business ventures. They believed in themselves and their ability to 'be someone'. This obvious trait made our experience of the training one of immense satisfaction, knowing that everyone attending the courses was so keen to better themselves. In fact,

in all my years of training, I had never seen such commitment, motivation and determination from a single group of people.



As for the attendees, none had attended such a training programme before and they grabbed the opportunity with both hands. Their thirst for learning and knowledge made the atmosphere in the classroom electric. They wanted to be self-sufficient - not dependent on the State - and were determined they would succeed. These are just some of the things they had to say about their experience of the programme:

'The course helped me to stay positive no matter what the situation is or may be...'

'I have learnt how to begin my dreams...'

'Thank you for giving me the tools I need to start building my future...'

'The course made me into the person I thought I could never be...'

'The course opened my mind and brought light to my future...'

'The programme gave me new life...'

No Media Coverage Here!

If people with challenging backgrounds can look to the future with such admirable optimism in the face of such adversity, should we not be able to throw off the shackles of our self-limiting beliefs and pursue our own goals with renewed confidence? I for one know we can certainly do so!

It is both a privilege and an honour to be a part of my township friends' journeys to success. If by having a small role in their lives, I can develop their confidence and self-esteem, and provide the professional marketing skills that they need to become self-sufficient, then I am thrilled and delighted to be this catalyst.

There are too many times when we dash from one place to another: another plane, another train, another email, another meeting, another hotel; and sometimes along the way we forget some of the fundamental skills that we can pass onto others that can make an enormous difference for them.

There is no razzamatazz in the townships. There are no lights of the speaker platform, no BBC cameras - this is a behind the scenes activity! And it could not possibly be more different to the work I do in the buzzy fast pace of Dubai!

But when I come back from a working trip with my township friends, I come back with a feeling of respect, admiration and warmth, and a huge sense of satisfaction.

In my opinion there can be nothing more special in the world than making a difference to someone else's life, and then seeing that person make a difference to others. But one has to seek out these experiences - they don't just turn up on our doorsteps. We have to seek them, and despite the frenetic world we live in, they are still there to be discovered!

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Empowering You to Succeed! International Stress Guru

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Carole Spiers - Motivational Speaker, BBC Broadcaster and Author

Carole doesn't just talk success, she lives it! Author of Tolley's 'Managing Stress in the Workplace' and 'Turn Your Passion Into Profit', Carole is the founder of an international stress management group which has won repeat business for over 20 years with leading corporations from Unilever to Walt Disney, and Panasonic to the Bank of England. Carole is President of the London chapter of the Professional Speakers Association and a VP of the International Stress Management Association.

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