

LADYPRENEUR CODE

RULES OF ENGAGEMENT FOR WOMEN IN BUSINESS



JUANIKA DILDY

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Introduction

"To all the ladies in the place with style and grace..."

This is my favorite quote from the late Notorious B.I.G. Why? It addresses a certain type of female. The one with style and grace. The one with poise and excellence. The one with positive intent and ambition. The one with character and confidence. The one with goals and strategy. The Ladypreneur.

I could bore you with a list of degrees, credentials, and experience as qualifiers for writing this book, but that's not what I want you to remember. No matter your level in business, I've likely been where you are. Successes and failures, wins and losses, joy and pain, faith and sometimes fear make up the story of my life. But it's important to note that God is not a waster, and all things eventually worked out for my good! There is work to be done, lives to be changed, atmospheres to be shifted, treasure to be gained, and I'm on a mission to equip the women of the world to make it happen. God made us "helpers" because he knew we could get the job done.

Join me, as together we unlock *The Ladypreneur Code, Rules of Engagement for Women in Business*.

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Chapter 1: First things first

Ok ladies (and gentlemen), how many of you have the strongest desire to be successful in business but have no idea where to start? I remember being in your exact shoes, just a size 7.5. I'd spent many years in corporate America, not realizing that every experience in life conditions you with a certain mindset that forms your expectations. What do I mean by this? Well, I'd never been an entrepreneur, so I didn't know how to walk, talk, think, or behave like one.

If I can take it all the way back, as a child, I grew up with parents that taught me the value of things with the unintentional effect of making some of it mentally out of reach. Many of you that grew up in households similar to mine can easily finish the phrases, "money doesn't grow on...trees," or "money is the root of all...evil."

Now I don't knock this philosophy because no one wants a spoiled child, but I can guarantee that none of us, even me in my adulthood, realized the mental impact we have on impressionable minds when we tell them what they can't or shouldn't do, especially when it comes to finances.

Needless to say, this was one of the first things that I'd have to unlearn. Little did I know, the impact of constantly hearing how money is limited and that a camel could fit through the eye of a needle before a rich man could get into heaven made me question just how much success I really wanted. I never doubted my potential, but a fear of flying can keep you pretty low to the ground.

Now, speaking of conditioning, it didn't stop at home. For the bulk of my life, I was conditioned to time. I had to wake up by a certain time to be at school at a certain time. We ate lunch at a certain time and switched classes at a certain time every single day. Even when school ended, the conditioning continued. I still had to be at work by a certain time, took breaks at a certain time, and ate lunch at a certain time. I was so used to being told what to do and when to do it, I struggled with entrepreneurship. As a business owner, I'd be responsible for setting and sticking to my own schedule. But, there were no detention days or write ups if I fell short, the consequences were all my own.

Similarly, as an entrepreneur, I'd no longer be handed objectives, curricula, or told what to do. I'd be responsible for determining what work was needed and how to implement it. There was also nothing to hold me accountable for what I did or didn't get done. Again, the consequences and motivation all fell on me.

This can be tough for someone that's been conditioned as the worker bee and not the queen. No matter how you may see yourself, if you've experienced this conditioning, there are certain behaviors that you'll need to unlearn before you can achieve, but more importantly maintain success. You see ladies, wealth is a mindset. We've all seen people hit the lottery or become an overnight success, and before you know it, they're broke again! Don't let this be you. Take the time to invest in your most profitable asset, your mindset. Trust me, it's going to take a different thought pattern to keep going when no one is pushing you. It'll take a different mindset to rebuild what you've lost. It takes a certain skill to see what others can't see and do what others won't do.

So, let's get started. First things first:

Figure out why you're taking this journey in the first place. I'd like to think of WHY as an acronym for What Has You. What has you up early in the morning or up late at night? What's the one thing you can't shake if you tried? Is it passion for an idea that can change the world? Is it the desire to give back? Is it retiring a spouse or sending a child to college, debt free? Is it being able to travel and live the lifestyle you've always wanted? Is it the satisfaction of success and accomplishing that which has been tugging on your heart? Why do you want to be an entrepreneur?

Whatever the answer, please make sure that it's larger than money. Why? Because money that we've never had isn't enough to keep us on a path of discomfort. Hear me clearly, ENTREPRENEURSHIP IS UNCOMFORTABLE! It can be scary, risky, difficult, and stretching. Therefore, your desired outcome has to mean enough to you to keep you in the game, even when it hurts, when you feel you've failed, or when it costs you money!

Now that we've covered some of the basics, let's cover the rules of engagement for women in business.

Chapter 2 – Authentically YOUnique

There's a common misconception in the business world that to be successful, you must "become." Don't get me wrong, growth is necessary for anything to survive, but not at the expense of sacrificing its authenticity. So many business owners spend so much time and energy trying to become something that they lose sight of what they are already. You attract who you are, and in order to maintain that attraction in the long run, it must be consistent. Here's the catch, fake always becomes faulty, and it's impossible to remain consistent where you're constantly forced to recreate.

Case in point, I'm a Beyoncé fan; a REAL fan. I have every album and I know every song. This alone qualifies me as an expert for this theory. Over the past 20 years, we've seen change occur in Beyoncé's career. Her sound changed, her moves changed, and her lyrics changed. However, in the midst of this evolution, we only witnessed a consistent enhancement of Beyoncé's brand, not a continuous recreation. What do I mean? There's was always a consistent "it girl" theme to every phase of her life that was represented in her music. We saw her start off with her friends, communicating "it girl" confidence and independence. We then saw her break out as the leader of those friends, establishing herself as the "it girl" image with the "it girl" work ethic. Later, we experienced "it girl" independence in the introduction of her solo career. That later turned into the "it girl" wife and the "it girl" mom.

Get my point? Things will always change, but the underlying theme must remain consistently authentic. I challenge you today to determine an underlying theme that is unique to you and your business. This underlying theme will ultimately become your BRAND, so take time to think about it. Ask yourself the following questions:

- What is it that I'm known for?
- What do I do best?
- What best represents me?
- How would I describe my business?
- What need am I filling?

The answers to these questions will help you to determine a brand that will grow with you as you evolve as a business owner. Take the time to write down your answers and layout a brand plan that encompasses both your current realm of business and your goals. When you've completed the exercise, let's focus on Rule #2: Be Specific.

Chapter 3 – Be Specific

We've all heard the phrase, "a confused mind does nothing." This is true in all aspects. A confused brand won't sell. A confused company won't produce. A confused customer certainly won't buy. In other words, confusion will always kill productivity.

My first area of business was in network marketing. I'm well aware of how many people knock the industry, but it's the safest place to learn entrepreneurship with minimal risk. Here, I was responsible for leading a team to recruit both customers and business partners. After years of success peaks and valleys, I noticed that every single time confusion increased, productivity decreased. It's no different in traditional business, so take the time to provide clarity.

The first thing that requires clarity is your purpose. You need to know what you're doing and why you're doing it. If you're just getting started in business, here's the easiest way to determine it. Write down the answer to the following question: what is the need and how do I plan to meet it?

The reason why most businesses fail is because they're unable to express its product or service in terms of meeting a need, rather than a simple offer. Please understand that a sale isn't salesy if the person is already searching for it. Have you ever seen a Facebook commercial or been contacted by an Instagram sales rep to sign up? No, why? Facebook, for example, met a unique need for social interaction, and people bought into it without much effort from the company. This is how you want to uniquely position yourself.

Next, be specific about who you're targeting. It's no secret that I'm all about the cultivation of women in business. Males are always welcome, but it's not my target. I'm certain that no man will open a book titled, *Ladypreneur Code*, and be surprised that the first sentence begins with "Ok ladies." Ask yourself who you are targeting and if you'd feel any confusion if you were the buyer and not the seller.

Now, here's what's most important. Be specific on what you want to accomplish. Write this down, if you fail to plan, you can plan to fail gracefully. If you don't know where the finish line is, how will you know when you've crossed it? Do yourself a favor and plan specifically. Write down your sales goals, your reach and monetary goals, and measure yourself against them monthly.

At the beginning of each month, create a spreadsheet that lists:

- How many product sales or service hours am I targeting?
- How many people do I want to reach, or make aware of my offering?
- How many of those reached will convert to customers?
- How much money do I want to make by the end of the month?

At the end of the month, list what you've accomplished and use this to determine what should be dialed up or down. Will you need more advertising? Do you need more people entering into your sales funnel? Are you over or underpriced? Knowing how to rank against the specific monthly goals you set will help you answer each of these questions and scale your business accordingly.

Now, let's discuss the next rule of engagement: intentionality.

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About The Author

My name is Juanika Dildy. I'm passionate about helping others. I love to learn, to grow, to teach, and to inspire. I'm eager to share the ministry that God has called me to in the marketplace. Join me as we unlock the ladypreneur code - rules of engagement for the female entrepreneur!