



outside

GUIDE TO SUCCESS





outside

GUIDE TO **SUCCESS**
EACH MOVE BRINGS YOU CLOSER.

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Introduction

At times, life may leave you feeling lost. There are countless choices around, and within you, questions and conflicts seem to grow. You might find yourself torn between what you think you should do and what your heart truly desires. Have you ever wondered why success seems so effortless for some people, while hesitation and fear hold you back? Is the path to success really that complicated, or are you just missing the right direction?

In this book, you won't find empty promises or exaggerated hype. We're not here to fill your head with momentary motivation that fades after a few days. Instead, we'll take a straightforward journey into understanding real success the kind that comes from within, driven by self-awareness and clear goals.

Success isn't just about money or fame. It's about feeling fulfilled and accomplished in your everyday life. This book is about giving you practical tools, insights, and strategies to

begin your journey. It's up to you to make these steps part of your reality. With persistence and focus, the path forward will reveal itself.

Our goal is simple: to build a resilient mindset that will serve you in every aspect of your life. If you're ready to put in the work and embrace a practical approach, let's begin this journey towards a more meaningful and personalized success.

CHAPTER I

THE POWER OF CHANGING HABITS

Changing habits can be the real beginning of a successful journey. There are small habits that can be essential in transforming your life for the better. Let's start with a few of them.

➤ Waking Up Early:

Waking up early is one of the habits that many successful people agree on its importance. It gives you the chance to start your day positively and in an organized manner. Imagine having the time to enjoy a peaceful breakfast and plan your goals for the day, instead of starting your day with stress and haste. Let's take a real-life example: many entrepreneurs began with a small change like waking up early to gain extra time for creativity. This habit was the spark that helped them succeed.

➤ **Exercise as Fuel for Mind and Soul:**

Exercise affects not only your body but also serves as fuel for your mind and soul. Physical activity stimulates the release of dopamine, which helps you feel happy and motivated. You might think exercise requires hours, but even walking for half an hour can put your mind in a state of positive activity. One inspiring person is Richard Branson, who believes that exercise keeps him full of energy daily and significantly boosts his productivity.

➤ **The Importance of Organization:**

Organization is not just about arranging the physical items around you; it also involves organizing your thoughts and priorities. Imagine a tidy desk where you can see everything you need clearly. This kind of organization facilitates work and removes barriers that might make starting a task more challenging. Steve Jobs was keen to ensure that his surroundings were arranged in a way that stimulated his creativity; this simplicity helped him focus and innovate.

CHAPTER II

HOW TO BUILD AND CHOOSE YOUR BUSINESS

Choosing the right business or career path isn't just about following trends or picking the first profitable idea you hear about. It's about finding the intersection between what you are good at, what you enjoy, and what the market needs. In this chapter, we'll delve into the key factors to help you make a well-informed decision about what business or career to pursue.

➤ **Passion and Skills:**

One of the most common pieces of advice you'll hear is to "do what you love." While passion is crucial, it's not enough on its own. It's equally important that your passion aligns with something you're good at or willing to learn.

Imagine you have a hobby, like drawing or writing something you enjoy and could spend hours doing without feeling exhausted.

That passion can often be transformed into a skill you can monetize. For example, if you love drawing, you could share your art on platforms like Instagram or work as a freelance illustrator. If you're passionate about writing, you might consider content creation or copywriting.

However, if you're not sure what you're truly good at, don't worry. Start by exploring areas that interest you. It could be something as simple as graphic design, coding, or even social media management. If you have the desire to learn it, that's the first step. Learning skills takes time, but dedication will eventually make you proficient.

➤ Aligning with market demand:

While it's wonderful to have a passion, it's equally crucial to understand the market demand for that skill. You could be incredibly passionate about something obscure, but if the market isn't interested, you won't see the results you're hoping for.

For instance, imagine you develop a skill that's highly niche and lacks market demand it doesn't matter how proficient you are if there's no one willing to pay for it. So how do you make sure that your skill or business idea has market potential? Here are a few steps:

✓ **Research Market Trends:**

Spend time researching which skills are in demand in the job market. Look for industries that are growing and where there is a need for skilled professionals. Websites like LinkedIn, job boards, and industry reports are great tools for understanding what's currently in demand.

✓ **Observe the Competition:**

If there are a lot of people offering a specific service or skill, it means there's demand. It also means competition, but that's not necessarily a bad thing. A high level of competition is a sign that there's money to be made—it shows that the market values this skill.

✓ **Customer Perspective:**

Ask yourself, "Who needs this?" Whether you're providing a product or service, you need to identify who your customers or clients will be. If you can't define who needs what you're offering, that's a red flag. The clearer your target audience is, the better your chances of success.

➤ **Choosing the Right Skills for Success:**

Some people think they need to be unique to succeed they believe they need to find a rare skill that nobody else has. However, this can often lead to a dead end. Instead of trying to be different for the sake of it, consider focusing on skills that are well-established and in demand.

For instance, learning digital marketing, graphic design, web development, or content writing are all excellent choices. These are skills that have been in demand for years and are expected to continue growing in importance. There's no harm in choosing a skill that's common if you can find a way to master it and offer your own unique value.

Consider freelancing as a way to start. Freelancing is a great low-risk entry point into many industries. It allows you to test your skills and find out what you're good at without requiring a significant investment of money. For example, someone interested in web development could start by taking on small freelance projects, gradually building their portfolio and learning what the market wants.

CHAPTER III

LEARNING BEFORE STARTING

If you're thinking about starting a business or any new venture, there's one crucial step you must take before jumping in: learning.

Many people make the mistake of diving into a project without fully understanding what it requires.

They spend money, invest time, and when things don't work out, they blame the project saying "it didn't succeed." But the real issue often lies in the lack of knowledge.

➤ How Do I Learn?

First and foremost, learning is about developing a deep understanding of a concept through repeated practice and interaction with information. To achieve this, start by asking yourself questions. Ask: Why do I need this information? How can I use it in my daily life?

➤ Interact with the Information:

Simply reading or listening isn't enough. You need to engage with the information in various ways—whether by

summarizing it in your own words, discussing it with others, or applying it practically. The more you interact with a piece of information, the more likely it will stick in your mind.

➤ **Focus on the Basics:**

During your learning phase, you don't need to master everything immediately. Start by learning the basics you'll need to succeed in the field you've chosen. Whether it's learning a skill like graphic design or mastering digital marketing, focus on the essentials that will give you a solid foundation.

➤ **The Role of Application:**

Learning alone isn't enough. Once you feel you've grasped the basics, it's time to move into practical application. Application is what will give you the real-world experience needed to thrive. Mistakes shouldn't discourage you they're opportunities for growth and improvement.

➤ **Balancing Learning and Application:**

After several months of learning, it's important to start balancing your time between learning and applying.

Test the ideas and concepts you've learned and observe the results. If you encounter challenges, go back to learning and figure out what can be improved.

This ongoing process of learning and applying is what will ultimately lead you to success.

Success doesn't come from knowledge alone, nor from action alone. It comes from combining learning with application. Start by mastering the basics, then put what you've learned into practice. Only then will you see real results and grow from your mistakes.

CHAPTER IV

HOW TO BUILD YOUR ONLINE PRESENCE

Now that you've learned the basics and started applying what you've learned, the next crucial step is marketing yourself and building a strong online presence. Skills alone aren't enough you need to know how to promote yourself and attract the right clients or audience.

➤ Be Present on Social Media:

In today's world, having a presence on social media is essential. Whether you're freelancing or running a business, you need to be visible on platforms like Instagram, Facebook, or LinkedIn. These platforms are your window to the world. Create professional accounts on platforms that suit your field. Make sure your content reflects your personality and the value of your work in an engaging way.

➤ **Create Content That Adds Value:**

To attract attention and build a loyal audience, focus on sharing content that is both insightful and relevant.

Your content should demonstrate your expertise and give real value to your followers.

Share useful tips, examples of your projects, or client success stories. Content doesn't have to be perfect but should be genuine and valuable.

➤ **Consistency for Lasting Engagement:**

Even with high quality content, inconsistency can hinder your growth. Being consistent builds trust and keeps your audience engaged. Plan a regular posting schedule that suits your workflow (daily or weekly). Continuous effort ensures you stay on the radar and reach a wider audience.

Share useful tips, examples of your projects, or client success stories. Content doesn't have to be perfect but should be genuine and valuable.

➤ **Engage Actively with Your Community:**

Effective marketing goes beyond posting; it's about creating connections. Responding to comments, participating in discussions, and showing genuine interest in your followers builds a sense of trust. Make your followers feel appreciated and valued. Share your thoughts and experiences to cultivate a community.

➤ **Be Present, Even on Tough Days:**

It's normal to feel overwhelmed or exhausted, which can make content creation difficult. During these times,

Don't wait for perfection. Simply show up, even with simple content or a short video. Post a quick story or share an authentic update. Being consistently present matters more than flawless content. Your audience will appreciate your realness, helping you stay connected even on tough days.

Marketing yourself and building a digital presence takes strategy and consistency. Whether you're at your peak or facing challenges, maintaining a presence through polished or simple content will keep your audience engaged and connected.

➤ **Opportunities Through Free Services:**

Trust is a fundamental element in building successful relationships, whether with clients or colleagues. When people trust you, they are more willing to work with you and enter into partnerships.

➤ **Offering Free Services:**

Providing a free service can serve as an invitation for future opportunities. People remember those who offered them help without asking for anything in return, and they may turn to you when they need paid services later on.

➤ **How Offering a Free Service:**

✓ **Frame the Free Offer as a Special Opportunity:**

When you offer a service for free, it's important that you frame it in a way that makes it feel special and unique to the client. For instance, when you approach a potential client, you could say something like:

Hello [client's name], I understand that you're looking for [specific service, e.g., a design for your website]. As someone who appreciates your field of work and admires your approach, I'd like to offer you a complimentary design to help you get started. I'm running a special opportunity right

now for select clients, and since you were among the first to show interest, I'm happy to provide this for you at no cost.

By framing the offer as something exclusive, you make the client feel valued. They're not just getting something free; they're getting a special opportunity.

✓ Provide a Value-Packed Service:

Your free service should be well-prepared and contain elements that feel like they're part of a paid offer. For instance, if you are providing a logo design:

- ❖ Make sure the design is high quality.**
- ❖ Provide a brief about how you approached the design process.**
- ❖ Offer multiple versions of the logo, or explain why you chose specific design elements.**
- ❖ If the client is getting more than they expect, they'll feel that the service is valuable and, more importantly, that you understand their needs.**

✓ **Communicate Clearly and Personally:**

Start with a friendly introduction that feels personal and relatable. You could say:

❖ Hi [client's name], I know how challenging it can be to find the right [service type, e.g., script or content] that meets your needs. That's why I'm excited to help out. I've put together something special for you, absolutely free, just to show what's possible.

This approach makes it clear that you care about solving the client's problem, and you've put in effort to make the solution truly fit them. They should feel that this isn't a generic service, but one that is tailored to them.

✓ **Set the Stage for Future Paid Services:**

While offering the free service, subtly set the stage for the next step in the partnership. For example:

❖ If this design/script works well for you and you'd like to continue refining or adding new features, I'd love to work with you further. I have a range of packages that are designed to keep adding value and help you grow even more.

By doing this, you're planting the idea that the client may need more from you in the future, but without pressuring them. They feel that you're providing genuine help and that future services will simply build upon what they already have.

✓ Make the Client Feel Special and Appreciated:

When offering the service, let the client know that you're offering it because you appreciate them or because they're among the first to respond:

❖ Since you're one of the first to respond to my recent offer, I'd like to extend this free [service] to you. I believe it can make a real difference for you.

This makes the client feel like they're part of a unique, special opportunity, which builds trust and shows appreciation.

✓ Maintain the Quality of Paid Services:

Even if you're offering something for free, ensure it's of a high quality. The idea is that the client should see the value and think, "If this is what I get for free, imagine what the paid service would be like!" This not only helps establish

trust but also paves the way for a smoother transition to a paid relationship in the future.

Example Scenario of Offering a Free Service:

❖ Hello, [Client Name],

I saw that you're looking for some graphic design work. I'd love to assist you. Since I admire the kind of projects you're doing, I'd like to offer you a free logo design consider it a way for us to get acquainted. This isn't just any logo; I'll ensure it fits your brand vision and provides the uniqueness you're aiming for. I'm confident that this will be a great step forward for your brand, and I'm excited to help you make it happen. If you like what you see, I'd be happy to discuss future collaborations.

This approach shows genuine interest in the client's needs and delivers a sense of partnership. It ensures that the client receives more value than they expected, increasing the likelihood of converting them into a paying client.

CHAPTER V

DIVERSIFYING INCOME STREAMS

One of the most important steps towards achieving financial stability and growing your wealth is to diversify your income streams. When you build a business and start seeing income flowing in, the natural next step is to expand and create multiple sources of revenue. This way, you're not putting all your eggs in one basket, which helps mitigate risks and ensures a more stable financial future.

➤ Why Diversify Your Income Streams?

Diversifying income streams isn't just a strategy for growth; it's a safety net. Depending on only one source of income is risky, especially in times of economic uncertainty or industry shifts. By having multiple sources of income, you can ensure that if one business experiences a downturn, others will help keep you afloat. Diversification brings more balance to your financial life and allows you to take advantage of various opportunities.

➤ **How to Diversify Without Losing Focus:**

It's easy to get overly excited about creating new income streams once your primary business starts generating profit. But the key here is balance. Here are some important guidelines to help you diversify while keeping your main business healthy and growing:

✓ Start With What You Know:

When looking to create a new income stream, start with something related to your primary business. For example, if your main business is selling handmade furniture, you could create online courses teaching woodworking, or you could sell digital plans for DIY furniture. This way, your secondary income stream will benefit from the knowledge and audience you already have.

✓ Give Priority to Your Primary Business:

Your primary business is what got you started and what keeps your financial foundation solid. While you expand and create new income streams, remember that your first business is your core source of income. Make sure that its quality and performance are never compromised.

The best approach is to ensure that your primary business is running smoothly and can operate autonomously—whether through delegating tasks or building efficient systems before you allocate substantial time or resources to a secondary income stream.

✓ Gradual Integration:

Diversification should be gradual. Avoid jumping into multiple ventures all at once. Instead, try adding one new income stream at a time, making sure it integrates well with your existing work. This allows you to focus adequately and maintain quality across all streams without overwhelming yourself.

➤ Practical Ways to Diversify Your Income:

There are several practical ways to diversify income while keeping your main business running efficiently. Here are some examples:

✓ Expand Product or Service Lines:

One of the easiest ways to diversify is to expand the types of products or services you offer. If you're in e-commerce, you could add complementary products that your current customers would be interested in.

✓ **Invest in Digital Assets:**

If you have knowledge in a specific field, you can turn it into passive income by creating digital products, like e-books, online courses, or templates. This works well alongside your main business without requiring continuous effort once set up.

❖ **Affiliate Marketing:**

If you've built an audience, affiliate marketing can be an additional income stream that aligns well with your existing business. By recommending products or services that relate to your industry, you can earn a commission while adding value to your audience.

❖ **Consulting or Coaching:**

Once you've gained experience in your field, consider offering consulting or coaching services. People are often willing to pay for direct, personalized advice, and this can be a valuable addition to your income streams.

➤ **Balance and Prioritization:**

One of the most common mistakes entrepreneurs make when diversifying income is giving the new venture too much attention at the expense of the core business. To avoid this, always keep the following in mind:

❖ Primary Business Comes First:

Remember that your first business is your main income source. Any new business should complement your primary income, not replace it. Ensure the core business is stable before expanding.

❖ Efficient Management and Delegation:

As you diversify, consider delegating tasks in your primary business. This could mean hiring assistants or automating some operations to free up time, allowing you to focus on new opportunities without neglecting your main source of income.

❖ Monitor and Adjust Regularly:

Diversification is not a one-time action. Regularly monitor the performance of all your income streams. If the secondary stream is not providing value or is negatively affecting your main business, it's time to adjust or even reconsider it.

➤ **Keeping All Streams Balanced:**

The goal is to have income streams that are all generating value but without risking the balance. Diversification is like nurturing multiple plants you want each one to grow but without neglecting the others. If a new venture starts to consume too much time or resources, it might be necessary to scale back until you have everything balanced.

For example, imagine your primary business is thriving, and you decide to launch a side business related to it. As you put time into the new venture, make sure to periodically check in with your original business. Ask yourself: Is it still growing at the expected rate? Are customers still satisfied? This self-check helps ensure that the core foundation of your income remains strong.

Key Takeaways

Importance of Diversification:

Diversifying your income streams helps mitigate risks and provides financial stability.

✓ Start with Related Ventures:

Begin with related products or services that complement your existing business for easier integration.

✓ Keep Your Primary Business a Priority:

Always ensure that your main business remains your core focus, and only expand once it's stable.

✓ Introduce New Ventures Gradually:

Avoid overwhelming yourself by starting one new income stream at a time to maintain quality across all businesses.

✓ Regular Monitoring:

Keep track of all your ventures, adjust strategies if necessary, and always aim for balance to ensure stable growth across the board.

CHAPTER VI

BUILDING A TEAM THAT DRIVES SUCCESS

Building a strong team is a crucial step toward achieving sustainable growth and success in your business. But it's not just about finding people you know or individuals who share the same expertise as you. The key to creating a successful team lies in building a diverse group of individuals whose skills and knowledge complement each other rather than overlap.

➤ Don't Hire a Duplicate of Yourself

One of the most common mistakes entrepreneurs make when building a team is hiring people who are just like them. It's natural to be drawn to individuals who understand your field deeply or who think the same way you do. However, this approach often limits the growth potential of your business. When you have a team full of people who share the same background and skills, you'll likely end up with ideas that are very similar, which can prevent innovation.

Instead, think of your business as a puzzle. If every piece is shaped the same way, the puzzle will never be completed. You need pieces that are different, yet fit together perfectly.

➤ Complementary Skills

To build a team that propels your business forward, focus on finding people who bring something different to the table:

✓ Diverse Skills:

If your expertise is in product development, find someone who excels in marketing, another who understands finance, and maybe someone skilled in operations. This way, every member contributes a unique perspective that helps the business cover all its bases.

✓ Different Perspectives:

When you bring in team members from related but different fields, they offer fresh perspectives that you may not have considered. For instance, if you're in the tech industry, having someone from the creative field can provide insights into user experience, branding, and customer engagement that can enhance your product's appeal.

✓ **Complementary Personalities:**

Teams thrive when there's a mix of personalities those who are analytical, those who are creative, those who are detailed, and those who see the big picture. This blend helps in problem-solving and ensures that the team can tackle challenges from multiple angles.

➤ **The Power of Synergy**

Synergy means that the combined efforts of the team produce an effect greater than the sum of their individual efforts. For this to happen, you need people who are capable of bringing their unique talents to the table, and who are also open to collaboration.

When members of the team are different but complementary, they can brainstorm better, innovate more effectively, and provide a holistic view that helps the business grow in a balanced way. For example:

✓ **Innovative Solutions:**

Someone with experience in logistics may come up with practical and efficient ways to streamline a creative idea from the design team, making the business more competitive.

✓ **Diverse Ideas Lead to Growth:**

When team members challenge each other's ideas constructively, it prevents the business from becoming stagnant. If everyone thinks alike, innovation is limited. But when you have different experts, discussions and even disagreements can lead to groundbreaking new solutions and opportunities.

➤ **Filling the Gaps with Specialists**

Once you have your core team, think about the gaps that still need to be filled. Specialists are the people who can come in when needed to address specific areas. Maybe your business is expanding internationally, and you need someone who understands global marketing, or maybe you're launching an e-commerce store and need an expert in customer journey analytics. Bringing in specialists helps you stay ahead without trying to be an expert in every field yourself.

➤ **The Value of Diversity Beyond Skills**

While having diverse skills is crucial, diversity in backgrounds and life experiences also plays a significant role. People who come from different industries, cultures, or educational backgrounds bring fresh viewpoints that can

make a significant difference in how problems are approached and solved.

➤ **Balancing Priority Between Team and Business**

As you grow, it's important to ensure that your team is well-supported without diverting too much focus from your core business. Here's how you can strike that balance:

✓ **Primary Business First:**

Always remember, your primary business is the foundation. Building a strong team shouldn't take away from the time and resources necessary to keep your core business thriving.

✓ **Support Each Other:**

Encourage a culture of knowledge sharing within your team. If each team member understands what others are working on and how their role fits into the bigger picture, they're more likely to contribute in ways that help maintain balance and stability across the business.

Key Takeaways

❖ **Avoid Duplicates:**

Don't hire team members who are just like you. Find people who bring different skills and perspectives to avoid stagnation and foster growth.

❖ **Diversity of Skills:**

Look for individuals who have complementary skills that fill gaps in your business, like combining technical skills with creative, marketing, or financial expertise.

❖ **Create Synergy:**

A diverse team that works well together will be more innovative and find holistic solutions that contribute to balanced growth.

❖ **Specialists When Needed:**

Bringing in specialists when you need them helps you expand and improve specific aspects of your business without spreading yourself too thin.

❖ **Balanced Priority: Focus on maintaining your core business while building a capable and diverse team to drive success.**

CHAPTER VII

PRIORITIZE TRUE VALUE

When embarking on the journey of business and success, it's natural that eventually, you'll start to make money. But it's crucial to remember especially in the early stages that you don't need to prove your success or worth by buying things to impress others. The real value lies in what you build within yourself, not in what you display externally.

Many people fall into the trap of feeling the need to show the world they are powerful or successful by purchasing expensive items cars, houses, designer clothes all in an attempt to prove their worth to others. This mindset is a significant mistake. True strength doesn't come from material possessions; it comes from knowing your own value, understanding your purpose, and focusing on long-term goals rather than short-term validation.

➤ **Real Success is Quiet**

If you look at the most successful entrepreneurs, you won't see them flaunting their wealth on social media or boasting about every financial milestone they achieve. They are busy focusing on their work, putting in the effort, and staying

committed to their vision. The world sees their results not because they advertised their success, but because their achievements spoke for themselves.

✓ **Think about it this way:**

if you truly believe you are strong, capable, and deserving of respect, you don't need a flashy car or a fancy house to convince people. Your confidence, actions, and consistency will show your strength. People respect true achievement and real effort, not just the appearance of success.

➤ **Don't Buy into the "Prove Yourself" Mentality**

At the beginning of your business journey, every dollar counts. Using your resources to grow and expand your business should be your priority not spending money to look successful to others. Investing in your personal growth, in your business, and in creating a sustainable foundation is what will bring you real success. When you prioritize spending money on assets rather than liabilities, you'll find that your strength lies in the choices you create for yourself, not in how you appear to others.

➤ **The Pitfall of Trying to Impress**

Trying to impress people by spending money is a slippery slope. Not only does it drain your resources, but it can also create a false sense of validation. When people see you as successful just because of your possessions, they are often more impressed with the things you own than with who you truly are. This is why it's so important to focus on building true value skills, relationships, and business foundations that will support you long term.

Remember, the goal is not to show the world that you have money, but to build something meaningful. The respect and acknowledgment that truly matter will come naturally when people see the value you create and the impact you have.

Key Takeaways:

❖ Value Comes from Within:

True success comes from knowing your worth, not from what you display to others.

❖ Focus on Building, Not Showing:

In the early stages of business, prioritize investments that grow your business and skills, rather than spending money to impress others.

❖ True Achievement Speaks for Itself:

Let your success be the result of hard work and consistency. Real achievement will always be more impressive than a flashy display of wealth.

A GIFT OF TOOLS FOR YOU

➤ **The Ultimate Editing Pack:**

❖ **PACK 01**

❖ **PACK 02**

❖ **PACK 03**

➤ **The Ultimate Ai Tools List:**

❖ **LIST 01**

❖ **LIST 02**

❖ **LIST 03**

➤ **The Ultimate YouTube Channels:**

❖ **Sarah Finance** - E-commerce.

❖ **Kevin David** - Digital Marketing.

- ❖ **Tech With Tim** – Artificial Intelligence.
- ❖ **Jordan Platten** - Marketing Agencies.
- ❖ **Hayden Bowles** - Drop shipping
- ❖ **Alex Hormozi** - Business Growth
- ❖ **Rene Lacad** - Facebook Advertising
- ❖ **Adam Erhart** - Digital Marketing
- ❖ **The Ecom King (Kamil Sattar)**
Drop shipping Guidance
- ❖ **Vanessa Lau** - Social Media Branding

YOUR ROADMAP TO **ACHIEVEMENT**



THE END

I hope this book has changed something within you be it just a drop, a whisper, or a single word that sparked transformation. The journey to success is not instant; it's filled with challenges, and only you can prove your strength in reality. This book provides a path, not magic. Remember, your investment in this book was for value, but you alone must decide to act on it. If you've found change, even just a little, it would be wonderful to hear your story.

*Your Journey Starts Here:
Apply What You've Learned*