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5 TOP TIPS FOR BUILDING A PROFITABLE NETWORK

# UNLEASHING BUSINESS FREEDOM

Your guide to navigating the intricacies of building a business

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ILONA TEREMI



# THE JOURNEY BEGINS

Picture this: You walk into a bustling event, filled with eager professionals and entrepreneurs, each conversation a potential opportunity waiting to be seized.

You spot someone across the room engrossed in conversation, their gestures animated, their smile infectious. With a surge of confidence, you stride over, ready to make your mark. But as you approach, you realize they're engaged in a lively discussion about the latest tech trends—topics you know little about. Your heart sinks as you fumble for words, realizing you've walked into the wrong crowd.

In the realm of business freedom, missteps like these can throw us off course. But fear not, for within these pages lie the keys to unlocking your potential and harnessing the true power of a network.

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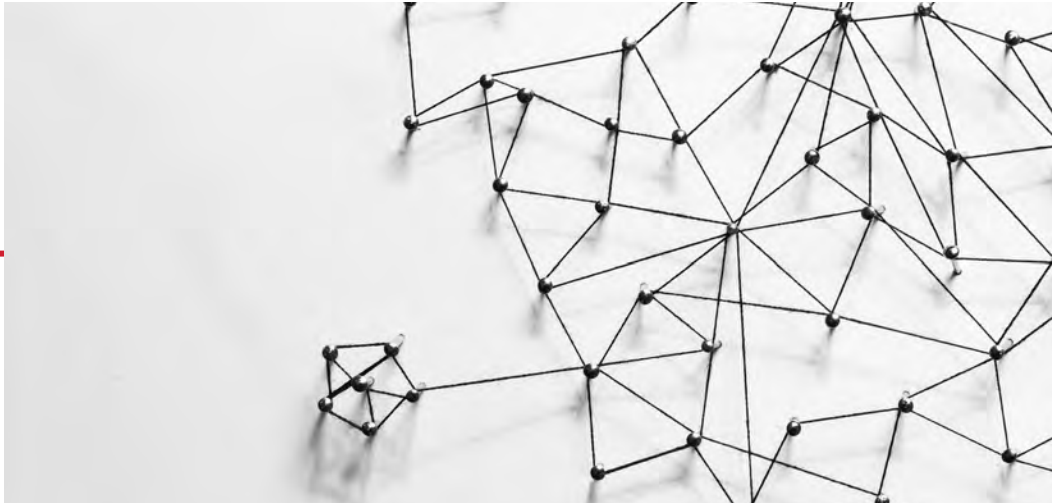
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# OVERVIEW



In the pursuit of business freedom, navigating connections, opportunities, and relationships can be both exhilarating and challenging.

This ebook serves as your guide, offering a roadmap to unlock the full potential of your network. We will explore the essential principles and actionable tips that will not only elevate your skills but also pave the way for the freedom and flexibility you aspire to achieve.

Starting with an introduction that sets the stage for the journey ahead, we delve into the critical components of building a network that goes beyond superficial connections. Genuine relationships, diversity, generosity, and the integration of digital platforms are the pillars upon which you can create a network capable of amplifying your business growth.

After you've dived into this book, you'll discover how to cultivate meaningful connections, embrace diversity, with a culture of generosity, and leverage the vast landscape of digital platforms. Be ready to embrace a lifelong journey of growth, learning, and collaboration.

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# CHAPTER 1

## INTRODUCTION TO BUSINESS FREEDOM

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In today's competitive landscape, achieving business freedom is a pursuit shared by many entrepreneurs and professionals. It's not merely about financial success but also about creating a lifestyle where one has the autonomy and flexibility to thrive.

Building a network around you plays a pivotal role in this journey, offers opportunities, connections, and insights that can propel your business forward.

When was the last time you sat down and defined what business freedom means to you? It looks different for everyone so once you're clear about what it looks like, you can start to take the action steps you need to make it happen.



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“You can have everything in life you want if you will just help enough other people get what they want  
Zig Ziglar

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# CHAPTER 2

## BUILDING GENUINE RELATIONSHIPS

Authenticity and sincerity are the cornerstones of any effective network. Take the time to understand others' needs and aspirations, and offer value without expecting immediate returns.

By creating meaningful connections, you lay the groundwork for long-term partnerships that can fuel your business growth and enhance your professional journey.

Importantly, genuine relationships take time and require deep trust. A trusted network will be the key to your success in the future. You never know where one relationship can take you.

A trusted network is one of collaboration, co-opetition and co-creation. A trusted network might be the one thing you have, that others won't.





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# CHAPTER 3

## CULTIVATING A DIVERSE NETWORK

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Diversity enriches our lives and perspectives, and the same principle applies to your network. Surround yourself with a diverse array of individuals from various industries, backgrounds, and expertise areas.

Explore different viewpoints and experiences, as they can offer fresh insights and innovative solutions to your business challenges.

A diverse network not only broadens your horizons but also opens doors to unexpected opportunities that can propel your business to new heights.

A strong diverse network has the opportunities we desire and the connections we need. Ask your network for help and watch it deliver. The universe provides and fortune favors the bold.

Deliberately seek out those who are different and unique.



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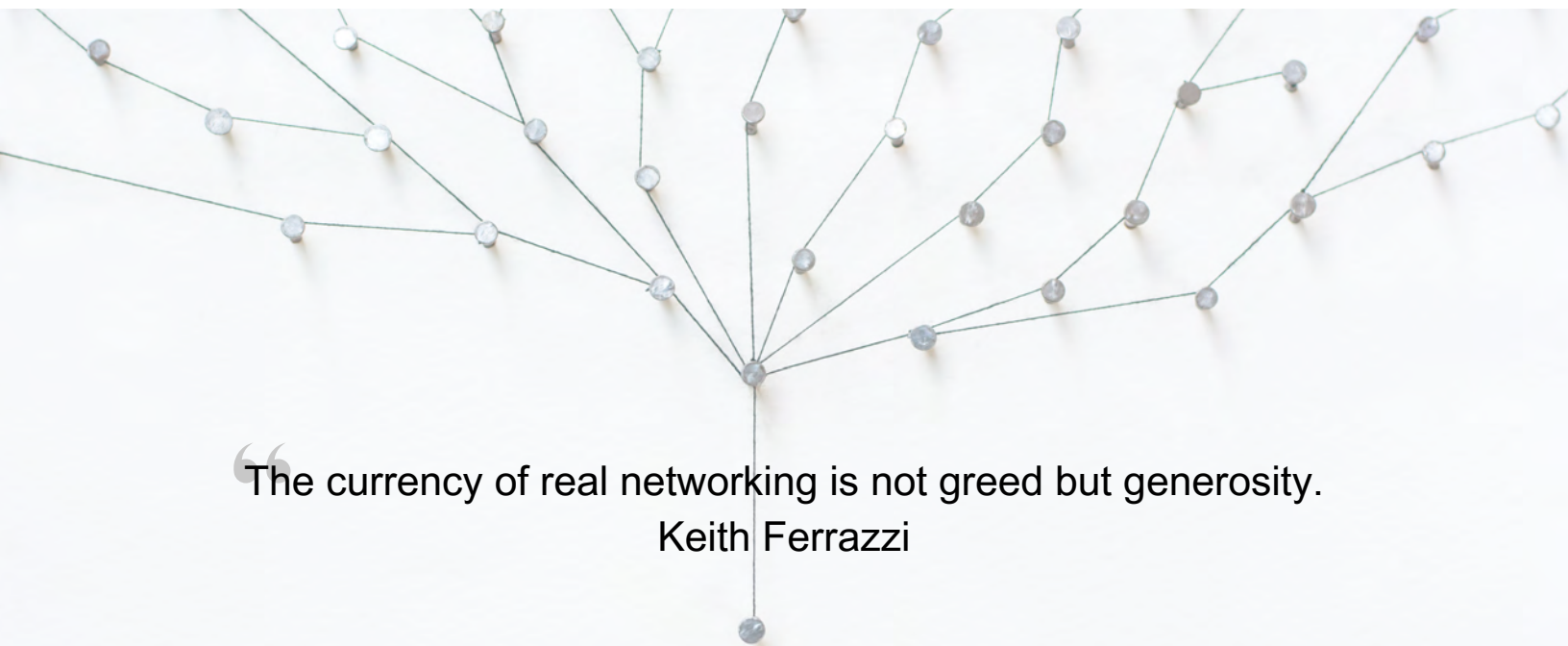
# CHAPTER 4

## GIVING BEFORE RECEIVING

The essence of a network lies in generosity. Instead of focusing solely on what you can gain, shift your mindset to what you can give. Be proactive in offering support, guidance, and resources to others in your network. Be known as the helper, the connector.

Whether it's sharing knowledge, making introductions, or providing assistance, acts of generosity cultivate goodwill and reciprocity within your professional circles. By giving freely, you create a culture of collaboration and mutual benefit, which ultimately contributes to your business success.

Time is our most valuable commodity, so give others your time to help them succeed. Above everything else, giving feels good.



“The currency of real networking is not greed but generosity.”  
Keith Ferrazzi



# CHAPTER 5

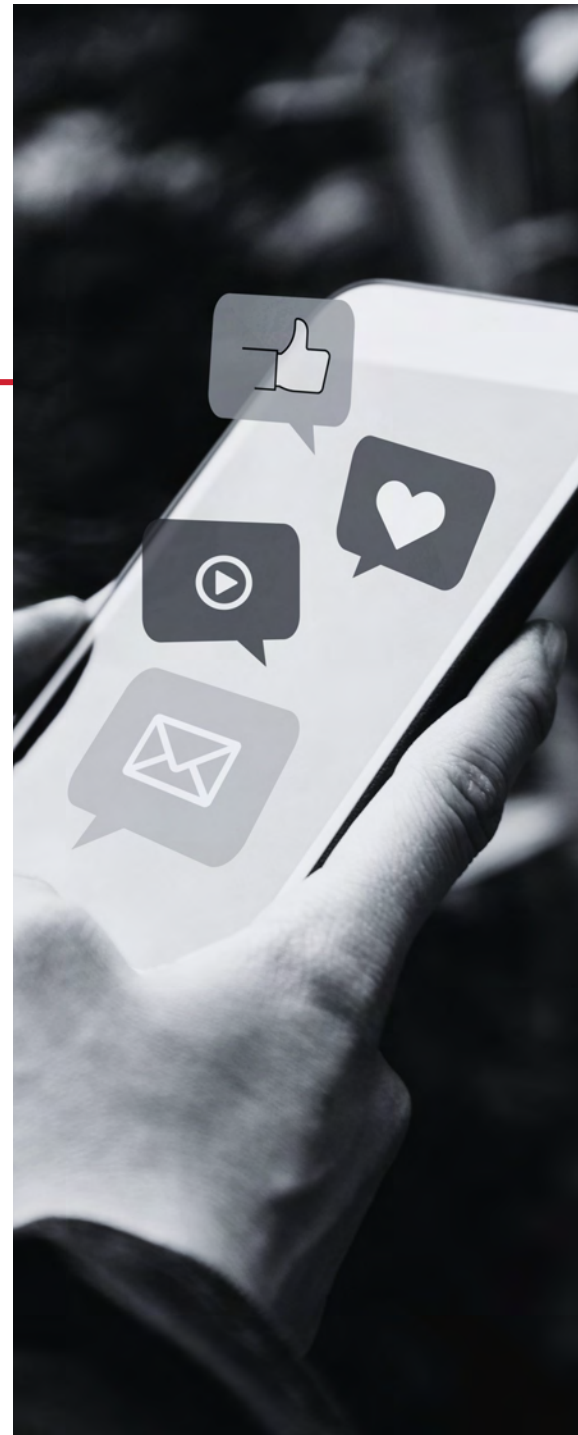
## LEVERAGING DIGITAL PLATFORMS

In today's digital age, a network extends beyond face-to-face interactions to encompass online platforms and social media channels. Embrace the power of digital to amplify your reach and connect with professionals worldwide.

Engage actively on platforms like LinkedIn, Twitter, and industry forums to share insights, participate in discussions, and forge new connections.

Leverage technology to stay connected, nurture relationships, and stay abreast of industry trends. By harnessing the potential of digital formats, you can expand your sphere of influence and unlock new avenues for business growth.

Be seen as an industry leader, a business leader, and a community leader.



“Courage starts with showing up and letting ourselves be seen.  
Brene Brown

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# EMBRACE THE POWER OF YOUR NETWORK



In the pursuit of business freedom, having a network emerges as a potent tool for success. By building genuine relationships, cultivating a diverse network, giving before receiving, and leveraging digital platforms, you can unlock new opportunities, overcome challenges, and achieve your entrepreneurial aspirations.

Creating a network around you not merely as a means to an end but as a lifelong journey of growth, learning, and collaboration. With dedication, intentionality, and a spirit of generosity, you can harness the power of your network to create the business freedom you desire.

# LET'S GET TO KNOW EACH OTHER

Ilona Teremi is the Franchise Owner of BNI Gold Coast and Tweed Shire Region, an organization that currently helps almost 500 local businesses generate more than \$40 million dollars of new business just last year alone, through referrals.

Ilona believes in building a world class, values driven BNI community and has a goal of working with 1000 high quality business committed to changing how we do business right here on the Gold Coast and Tweed Shire.

Before her career as a Business Network builder, Ilona was a Partner in a professional services firm delivering strategic solutions for small, medium and large enterprises.

Ilona lives with her husband Michael, and their children Jada, and Levi.

She is passionate about having more women on company boards and advocating new workplace practices to enable the many talented women at home, to return to the workforce.



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