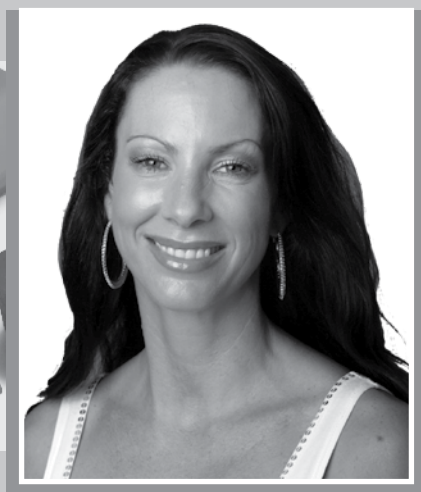


Chapter 11

Sasha deBretton

Million Dollar Makeovers



Sasha DeBretton

“Follow your passion, spread your wings,
prepare to take off, and fly!”

Born in Perth, Western Australia, in 1972, Sasha deBretton learnt the importance of making money at just eight years old. Selling raffle tickets to neighbours to win a chocolate cake was easy money and she learnt that having money meant you could buy the things you liked! At that age, it was lollies; now it's shoes, perfume and jewellery.

At 17 Sasha became a makeup artist, which ignited her creative side and led her into fashion. Her natural leadership and organisational skills saw her appointed to a fashion retail management role at 19. However her desire to earn more money lured her into advertising, where she became a multi-award winning executive whose efforts were recognised with no less than 10 trips around the world.

With a burgeoning corporate career, Sasha decided to enter the property market. Following advice from her grandfather to 'buy a house when you're young and you will get 10 steps ahead' she bought her first investment property at 21.

Just two years later, and using the equity from her first investment, Sasha bought her second property — a house on a duplex block by a lake. She renovated the house, subdivided the land and sold the two properties for great profits. This catapulted Sasha into a string of buying, renovating, subdividing, selling, and rolling the cash. This snowball started to roll faster and get bigger, and Sasha made her first million by the age of 30.

Sasha amassed 17 properties in one year alone using different strategies and sold most of them before the downturn in the Perth property market in 2008/2009, a case of good timing. Today she looks to more creative ways to finance such as property options and joint ventures, and has commenced investing in commercial real estate.

Sasha started her own business 'Million Dollar Makeover\$ – Dream Renovations in 14 Days' in June 2009 so that she could leave the corporate world. More recently she has launched FAST Renovations.

She has since appeared in numerous magazines and newspapers, has written for API (Australian Property Investor Magazine), is currently writing a column for the *West Australian* newspaper *Ask Sasha*, and is producing a television series that she hopes will air in Australia before going global. Sasha is currently writing her first book.

Born to a Spanish father and English mother, Sasha now lives in Perth with her daughter Georgia.

What beliefs about money did you grow up with as a child?

I came from a fairly comfortable background in a home with an ocean view, and this set me on my property path. When I bought my own properties, they just had to have a view because I had learnt that this was great for:

1. Lifestyle
2. Resale
3. Profit.

So growing up in a nice home with parents who were financially comfortable made me strive for only the best as I found my way in the world. When I started looking for my first property, I had set a budget that was comfortable for me, but I found that the properties in that price range were very average. I just couldn't picture myself living inside four walls with no outlook. So I upped my budget, put myself out on a limb, took a calculated risk and bought a more expensive place with a view! This paid off and set me on a mission to only buy properties that had a feeling of space, views and potential to have 'wow' factor. This strategy still works for me in property today.

My parents were very grounded and humble so I was still taught not to be wasteful and to turn the lights off to save electricity, etc. My grandfather was a big influence on me. He was an entrepreneur who brought Findus foods and the first refrigeration trucks to the United Kingdom. He invested a lot in the share market, so as children we often received cheques from dividends. Despite this, I have never been a fan of the share market; I'm a bricks and mortar girl! My grandfather also owned commercial sites that he rented to the well-known Target brand and stores.

My grandfather was a great mentor and said to me, "Buy a house while you're young and you will get 10 steps ahead." I listened to this. My brother is five years older than me and he built his first house at 21. My grandfather helped him with blinds and a few things, and I watched that process and thought, "That's what I need to do – get a house young and not waste money on rent," so I bought my first house at 21.

As a teenager I used to blow my money, so sometimes I had to ask my grandfather for money to pay for petrol. He was always generous but

I felt like a bludger having to go to him for money. So at 20 I had a job as a manager of a fashion store and a burning desire to get my career together. I wanted my grandfather to see me as successful. He died when I was 21, so he never got to see my success. I often wonder, 'If he could see me now...' He left me a small inheritance so I invested the whole lot into my first property, rented it out and took off to Europe to see the world while the tenants paid my mortgage!

Then my father, my other great mentor and inspiration, said I should use the equity in my first property to borrow for a second; that way I wouldn't need a deposit. So at 23 I bought my second house on a duplex block by a lake, prime to renovate. There began my renovating and property development career. It started as a hobby and ended up becoming my world!

Many times I put myself on the line taking calculated risks, as I just loved buying and renovating houses and selling them for a profit. It seemed such easy money and I had a natural flair for it. I could see money in houses and I could paint a picture in an instant of what could be done to the house!

When I asked my dad for advice before I was about to take another big leap, he would say, "There's three types of people in this world... there are those that make it happen, those that watch it happen and those that wonder what happened! Which one are you?" I knew straight away I was a 'make it happen' girl. That inspired me to always take action. That saying had a profound affect on me.

"If you believe you can, you probably can. If you believe you won't, you most assuredly won't. Belief is the ignition switch that gets you off the launching pad." *Denis Waitley*

But as we know in life, everything happens in duality; it's never one sided. That's one of the "laws of the Universe". So my father was a support, but he also challenged me. At times when I wanted him to support me (like

when I started my business) he would say, “Well I hope it works, I hope it doesn’t fail.” That drove me to prove to him I could be successful, as failure doesn’t exist in my book! I was a businesswoman launching a business in a recession. My dad’s challenge and uncertainty was my drive. I said to him, “Dad, my belief in this business idea and what I can do is far greater than your doubt,” and I believed it; I believed in me and that’s critical. Others will voice their opinion so stick to your guns and follow your gut. It’s only when you sway from listening to your gut that you make mistakes. However, mistakes are our greatest teachers so embrace those! I went on a mission to show my dad what I could do.

So you see the fundamental balance; at times my dad supports me and other times he challenges me to inspire me. I’m forever grateful to my dad.

My mum used to say to me, “Spread your wings and fly darling.” This gave me the freedom to do whatever my heart desired.

What was your first entrepreneurial experience as a child?

I was eight and I sold raffle tickets to the neighbours for 50 cents to win a home baked chocolate cake. To me this was easy money! I sold lots of tickets and loved all the money I made, but when it came to the cake, I couldn’t be bothered to cook, so I wrapped up a pair of my dad’s jocks and “holey” socks and delivered the prize. Mum got a phone call from the “lucky” winner saying she had a pair of my dad’s jocks and no chocolate cake! I was swiftly marched to the kitchen to make the cake and deliver it! We still laugh about this story.

So then I went around with a jar asking for money for the Red Cross. When another neighbour dobbed me in, I was told that what I was doing was illegal because I didn’t have a licence, so my excitement for easy money turned into me making and selling homemade lemonade. I then started charging people to come and watch me dance in my own concerts! The poor things; I dragged all of the neighbours there – I wouldn’t let them say no! I guess I was always set for stardom, and sales was a natural vocation for me.

Were you a high achiever academically at school?

Being a perfectionist, I was a high achiever and very organised. I always handed my assignments in early because I didn’t like the feeling of

having work sitting there; I needed to get it out of the way. I'm still like this today. I don't stop until the work is done, and when I'm under the pump (every day) I prioritise and work off lists constantly so nothing gets missed.

My work piles in daily on top of what I start with in the morning so I have to be super-efficient. I'm a powerhouse and love what I can get done in a day. It gives me a great feeling of achievement when I can tick so many completed things off my list, having delegated where possible. Time management and being organised is crucial to success. Outsource for a virtual assistant (VA); you can get them cheap, from \$4 per hour depending on the level you want (once coached and trained they are cheap and brilliant for outsourcing all sorts of tasks and sourcing info, business plans – whatever you need). Also have a personal assistant or admin girl to work alongside you as your right-hand woman.

My biggest asset is my ability to get 10 jobs done in the time it takes a normal person to do one! The ten-minute technique and ploughing through my work is key. I don't waste time; I'm an action girl. I take action constantly and use every minute effectively for high productivity.

A great saying I have is, "Do it daily." If you clear everything daily and stay on top of it, you will be far more effective and increase your productivity and profit!

What was your first job and how much was in your first pay packet?

At 14 I worked at a food hall at a marina. It wasn't exciting, and neither was the pay. I then worked in the cosmetic section of a department store, which I loved but soon got bored of, so I went into fashion and management. I then moved into marketing and advertising, and did my marketing degree while I worked. I spent 13 years in sales and marketing, alongside property developing.

I developed a range of skills over the years — strong sales and negotiation skills, solid marketing strategies and business acumen, skills in design and property, organisation and management skills. And when combined, these skills made my business successful from day one. I knew exactly how to market the business and my niche concept to clients, negotiate deals and then project manage the trades to deliver 'dream renovations in two weeks'!

Did you always know the career path you wanted to take?

I wanted to be many things, from an airhostess to a businesswoman in a suit, with a city view. It's very hard to know what you want to do at age 17. If you have a passion follow it; mine developed – the property started as a hobby until I saw the dollar signs.

My advice is this: use the workforce to gather experience and skills.

Do as many job roles as you can and move through different areas to gather a broad spectrum of skills. When you have enough skills and the capability, go into your own business. It's always better to make money for yourself than someone else. Your own business is hard work initially, but it also gives you freedom. If you set up the right team, they should be able to run the business with you at the helm concentrating on increasing profit and doing deals.

It's very exciting to amalgamate all of the skills and experience you have learnt through the workforce to launch a successful business and be your own boss. A true entrepreneur must make the business successful from day one. A solid business plan is vital; this is your skeleton, your road map. It states your vision, mission, how the business is going to work, pricing, marketing, staff, etc. This should be well thought out and constantly tweaked along the way as your business changes. It needs to be niche, realistic, measurable and a game plan for you to implement. Your marketing plan is also vital and should be mapped out, starting with a launch to the public and trades. All the ideas should be set on a timeline of when you are launching different marketing strategies.

For example, I had two launches for my business: a trade launch and a real estate agent launch. My business renovates homes in 14 days. I did a PowerPoint presentation to show the t-shirts bearing my logo that the tradespeople would wear on site (to create branding and a professional image), and before and after photos of properties I had renovated. I spoke about the pre-reno parties to which we invite agents and neighbours into each home before we renovate, and the post-reno parties two weeks later where we invite them back to see the results and amaze them at the difference we have made – at the quality and speed in which we deliver our unique renovation service. Our guests have a glass of champagne and we give out brochures and cards for branding and lead generation.

We have many other marketing strategies, including car signage, banners at the front of homes we are renovating, and referral systems. A very strong marketing plan implemented in stages and continuously throughout the life of the business is vital.

Perception is reality in the eyes of consumers. You might only be a small business operating from home as I was, but the marketing and the television series I started made people think we were a lot bigger than we were, and customers, tradies and suppliers wanted to be a part of the action. People started offering me deals because I'm dynamic and passionate and people believe in me. I'm the face of my business and you can be the face of your business too. It's all about:

1. Belief in yourself
2. Goals (financial and personal)
3. A monthly plan, a 90-day plan, 12-month plan, and 5–40 year life plan
4. A niche product or service
5. A well thought out business plan
6. A strong marketing strategy
7. The right team – outsource, get a PA, VA and managers to run the business
8. Action to implement the plan – Action is CRITICAL
9. A good mentor/s – join business and entrepreneur groups for learning, networking and brainstorming, and
10. Fire in your belly and a will to succeed.

“Obstacles are there to make us prove how creative we can be to get around them – embrace them, get over them, grow and run faster.” *Author unknown*

A high percentage of people fail in business and relationships as they think an obstacle is a “sign” not to do something. That is bollocks and a true weakness. Obstacles are there to teach you something. Nothing in life is smooth. Obstacles show your strength, creativity and negotiation skills to find a way around them. Jump the hurdles like you would running a race – jump straight over the hurdles and onto the winning line. Don’t use them as an excuse to give up, otherwise every time an obstacle comes your way you will go backwards and lose momentum. Embrace them, learn from them, develop skills and grow to success. I love obstacles; they are a great challenge and shift me from one place to a better one! They bring out my best thinking. You don’t grow doing the easy stuff!

What is your business and what services does it offer?

Million Dollar Renovations — Renovating homes in 14 days! We take the stress, hassle and headache out of renovating! We create the ‘wow’ factor in your home with creative, cost effective renovations to make your home look a million dollars without costing a million dollars. We buy everything at trade prices so we can pass on the best price to you!

More recently I have launched FAST Renovations a building and renovating company that specialises in gutting and renovating properties, investments, apartments, units, apartment blocks, commercial properties and homes and turning them around in two weeks!

We have an innovative, experienced and quality team to get your renovation done fast so that you can quickly add value and have a new home.

What do you believe was your biggest sacrifice in getting the business off the ground?

Time and finances. I started a business that I could operate from home, with only some printing material and booking trade shows (which paid for themselves in lead generation). It cost me \$15,000 for a website and printing, launch nights, t-shirts with company logos, banners (one banner cost me \$250 and I hung it from my balcony on a busy coast road, and I got a \$70k job from that!), so the costs were minimal. I spent every night until midnight for a year working on the business. I was still working in the corporate world full-time by day and writing

my plans at night. Then I went part-time to actually start the business, and after two months I brought in a project manager to be there when I had to be in the corporate world. I juggled two jobs for a year.

“Don’t limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve.” *Mary Kay Ash*

As I was doing my own property developments at the same time, I needed to keep my corporate income because the banks wouldn’t look at my business financials for 12 months (though we got some to look at the figures after six months using my salary alongside them). We pulled a few strings here and there and used strong negotiation skills to get everything over the line. The business is very successful, but it took two jobs in my first year and a lot of hours to get it happening! All worth it, and the biggest reward of all is to see how much I can actually accomplish when I have to!

The second most important key to success is to acquire the best staff and team at the earliest possible time. They are worth more than their weight in gold as the team can run the business. You want to work on the business, not in it. The staff work in it, you catapult it to success through having the time to do the deals and negotiation. The staff run the show for you under your guidance. A successful business is one that is systemised and can run without you as you have set it up that way. Don’t start a business to ‘buy’ yourself a job and work 16 hours per day doing menial stuff. Just because you can do a lot of stuff in those hours doesn’t make you effective. Don’t waste your time for \$25 per hour, what are you worth per hour? Outsource menial; prioritise profit making! Effectiveness is profit with time and lifestyle, not an overwhelming level of exhaustion and stress!

What have been your highlights in business?

- \$35k profit in the first month of business
- Thirteen renovations completed in 16 weeks
- Five renovations completed in one month
- Employing a project manager in my second month of business. She is brilliant and now runs the business while I deal with the 'big picture stuff'
- Employing a builder after six months
- Winner of 'New Business of the Year Award'
- Starting and launching the television series. Filming at Aussie homes, being offered deals by some of the television stations, and suppliers — that's exciting!
- Looking at closing a deal on taking over a bathroom supply shop/s for cash flow that can be systemised, franchised and nationalised to set up passive income and massive wealth.

What makes your business stand out from your competitors?

It's niche. No one can deliver a quality renovation on an entire home in two weeks or less. We deliver quality and the 'wow' factor. My renovations always add value (\$250,000k plus on every home we renovate), creating wealth for clients, a home they love, higher rental yields, or helping them sell faster if they are on the market.

We have a core team of 15 tradies, a bit like 'Backyard Blitz' but we renovate inside the home. We gut on day one and 10 to 14 days later the client has an entirely new, contemporary home with new bathrooms, kitchens, flooring, blinds, carpet, painting, etc. I like to make them funky and a bit different while still appealing to the mainstream market for resale. I like to make the home stand out and look stunning! It's all about the look, and first impressions count! People make their decision in the first eight seconds of entering a home. They get a feeling, so it has to have 'wow' factor from the minute they enter.

I always relate it to a woman and cosmetics. A woman wakes up in the morning and looks tired and haggard. After a quick shower, some good makeup techniques, gorgeous clothes and a bit of bling and jewellery,

she walks out looking a million bucks! Well, it's the same with housing; a bit of cosmetic mastery and you can turn an ugly duckling into a beautiful swan! It's all about the cosmetics.

What is your approach to marketing and how did you get your name out into the marketplace?

I'm a massive believer that marketing is fundamental and absolutely crucial when launching a business. It's all about perception, attention to detail and making your company look bigger than it may actually be, as people have a trust element when they think the company is large. A well-known brand gives them peace of mind, so you must set about creating that impression.

Be professional, offer incentives and create massive brand awareness. Brand equity is what creates profit! It's amazing what deals have come to me and how many people want to be involved in the business just because filming a television show creates a lot of attention. It makes the tradies, suppliers and clients all take notice and 'up' their game. Clients will pay a premium to have a quality job done fast to save stress and time. It makes us look credible and professional and gives clients a chance to watch what we do and seal the deal.

"Perception is reality in the eyes of the beholder," so create a buzz, create attention, and make your business appear huge even if it's small when you start off. If you think big, you win big!

Your marketing, the quality of your brochures and collateral speaks volumes as to who you are. You have to get a name out there, a strong brand and a buzz. If you create huge equity in the brand, that's what generates the profit and ultimately, if you have an exit strategy, that's what will create massive profit!

What has been one of the biggest challenges you have had to face in business and how did you overcome it?

Time. Balancing being a single mum while still working in the corporate world and getting the business off the ground and successful from day one has been a challenge. A timetable is everything — that way you have schedules: business time, family time, friends time, your time out!

As I always say, you have to do the hard yards, set the foundations, get the groundwork done and then it builds quickly. Keep the cash flow

consistent and raise profit month by month. It's important to always keep your eye on the ball; never take your finger off the pulse!

If you had to start over, would you do anything differently?

Not really – maybe get a business coach from day one, but I didn't think of it, as I felt confident in my own abilities. And it depends on the cash flow you have at the time.

Don't reinvent the wheel; learn what you can from those who have walked before you! Learn and absorb and just put everything into it, with dedication and determination, time and a well executed business plan, and it's hard not to be successful! See it, believe it, feel it, want it and just go for it! There are no losses in life, just learning experiences that make you bigger and stronger. Maximize and materialise!

“Believe it can be done. When you believe something can be done, really believe, your mind will find the ways to do it. Believing a solution paves the way to solution.” *David Joseph Schwartz*

What are your secrets to being a top property developer/business owner?

- Passion
- Vision
- Action
- Capabilities
- A great team
- The ability to delegate and good time management
- Strong sales and negotiation skills
- Being business savvy and having business acumen

- The ability to see opportunity
- Great presentation
- Strong marketing skills
- Being a people person with the ability to ‘control’ the customer
- Good project management skills, and being organised and efficient
- A big picture thinker
- Focus and feed off successors
- Education, and
- Enjoy the journey.

Do you recall making a conscious decision to be a millionaire?

Yes. In my early 20s I decided that when I had a family, I didn’t want to struggle. So while I was young enough and had the energy, I thought I should work hard and smart so I could relax a bit to look after the kids when they came. I always wanted a nice house with a view, a nice car and no financial struggle. ‘You can either be poor and stressed or rich and stressed’ so I chose rich. If you have no money, it’s stressful, and if you’re making money, it’s stressful, but I would choose the rich and stressed option any day! People who say you can be happy and poor are only kidding themselves. If you could be happy and rich and buy whatever you wanted, travel the world and enjoy a certain level of lifestyle, why wouldn’t you?

The old cliché of “a person being materialistic because they like money” is over. It’s only those who don’t have it that make these comments as a way of justifying to themselves why they don’t have it! And unless you put money high on your values, you will never have it and will always struggle! There is nothing wrong with liking what money can do or buy for you, and if you’re prepared to work for it, you absolutely deserve it with no one else’s jealous opinion!

Did you have to change your mindset surrounding wealth?

Yes. I was told that I was materialistic and self-centred because I liked money and worked for it. I had to deal with a lot of jealousy on my climb

and was told not to “talk about money” as it made me look boastful, etc. But I would talk out of passion and excitement and the will to help others. I learnt that there are few people who actually listen and act; they just stay stuck in their rut finding all the excuses in the world not to take action. Now I don’t care what people think; if I want nice things and work for them, I deserve them! It’s not luck; it’s called hard work and being smart.

“Luck is a dividend of sweat. The more you sweat, the luckier you get.” *Ray Croc*

I feel very grateful, and wealth is not a dirty word – it’s just other people’s lack of it or understanding that makes them feel inadequate and intimidated by strong, powerful people.

If you want something, go get it, as long as you don’t hurt anyone, you have a good heart and you keep the balance. You can have anything; if you visualise, believe in it and action the plan, it will come. It has to come to you! ‘What you think about, you bring about!’

What techniques do you use to achieve your goals?

- To do lists
- A timetable
- Ten-minute technique (break your to do list up into 10-minute segments and action them; you can get one hour’s worth done in 10 minutes – just set the timer and you then go fast)
- Head down bum up, don’t waste time, maximise every minute
- Don’t go to bed until the lists are ticked off
- Delegate; outsource to the experts so you can pay people for the menial tasks and prioritise where you are worth the most
- Set monthly goals, a 90-day plan and 12-month plans
- Forecast profit
- Brainstorm sessions with mentors

- Read and learn, and
- Spend 80% of your time where you make the most profit. Don't spend 80% doing paperwork and menial tasks – outsource. If you spend 80% on your greatest strengths and skill set you will increase your profit by 80%.

What have you found are the best methods or strategies for keeping motivated and focused?

1. Think of the 'why'. Why are you doing this? What do you want to achieve by what time (and measure it)?
2. Make a vision board with pictures of the sports car and house you want, etc
3. Timetable important elements in the day: time for study, mentors, client and business meetings. If you have it structured and pinned up where you see it, you will try to stick to it so you cover all aspects and not get bogged down, and
4. Hire someone to do your research, forms or whatever you need (outsource and delegate). Cheap help is available.

Who was your first mentor or inspiration?

Dad has been my support and challenger throughout my life, and still is. He is a great inspiration to me. He taught me how to use equity in existing properties to borrow for a second and third house, and so on. That way I didn't need a deposit.

Many times I put myself on the line taking calculated risks, as I just loved buying and renovating houses and selling them for a profit. You just have to go for it! What have you got to lose? There are no losses; there are no mistakes in life – just lessons and growth. Don't be scared to grow. Embrace the lessons – just be a fast learner!

“Along with a strong belief in your own inner voice, you also need laser-like focus combined with unwavering determination.” *Larry Flynt*

My mum used to say to me, “Spread your wings and fly, darling.” This gave me the freedom to do whatever my heart desired.

My grandfather was also a big influence on me.

Fil, my partner, started me on my journey of education, seminars and reading. He told me I had so much talent, I was wasting it in the corporate world and I should have my own business. So he took me to a seminar that inspired and ignited my idea. He then gave me books and CDs and more tickets to seminars and ideas for my business. He gave me an iPod with great mentors and business info downloaded onto it so that when I go running for exercise and meditation, I learn listening to my iPod so I don't waste a minute of the day, I'm always learning and being productive. He is a great support and always helpful; I will forever be grateful to him.

Who are the other mentors that have inspired you?

John DeMartini and Mitchell J Behan. I have learnt universal laws, and valuing yourself to command the highest price, the best people around you, the best tools for learning, etc. Sticking to your guns, and having clarity in your heart and mind, means clarity in your business. They have taught me to keep everything in equilibrium – when you're balanced, you are clear; clarity leads to power; power applied with knowledge leads to success and profit. It's no good having all the information if you don't apply the knowledge; it's the application and action that are key!

Do you have a mentor today?

Me! I'm pretty proud of what I have been able to achieve in a tough market with my back to the wall. I have dreamed, visualised, written the entire business plan, mapped it out, initiated it, launched it, invested in it, believed in it, and put time into it! Your biggest mentor should be you. If you can go into yourself, into your heart and mind to deliver your business with passion, caring and 'savviness', you will always do well and you should be proud!

It's a jump to the other side. Then you select mentors that have direct relevance to you – family or business mentors. Brainstorming sessions and networking with other business owners and business building retreats are all good ways to keep focused and motivated and spur new ideas.

Do you continue to practice your personal development even now?

Yes. I have only just started and don't know why I wasn't doing it years ago, as I love it! And it's so valuable. I absolutely advise people to learn as much as you can, listen to CDs in the car, read books, attend seminars and have mentors; but, as I always say, knowledge is only half of the ingredient to make the recipe – it's applying the knowledge that bakes the cake. 'THE ACTION' and then mixing with top mentors ices the cake.

Learning keeps you motivated, inspired, alive, and picks you up when you're tired, keeping you cleared and dedicated. It's invaluable and there are lots of gems to be found!

Is there a significant quote or saying that you live by?

"There is always a solution."

"Spread your wings and fly."

"Shoot for the moon; if you miss, you will land amongst the stars."

On a personal note, "Don't let the sun go down on an argument." My mum taught me this. I always resolve things as quickly as possible in my personal and business life, as life is too short and if you let things boil, they explode. Let it go; life's too short. Focus on beneficial emotions.

Was it hard to earn your first million?

Not really. Once you get the snowball rolling, it's quite easy. You have to look for opportunities and maximise your gains. Find ways to make easy money, be smart, study, learn, watch, observe, follow, apply, do it better! Don't reinvent the wheel; learn and make it better!

Make your first bit of money, then use it in a way that you can leverage it; then the second whack of money is doubled, then tripled and so on. If you find a strategy that works, repeat it. Once the snowball starts to roll, it gets faster and faster and bigger and bigger. Once you have money, it's easier to make more, and the more you have the easier it gets as you can leverage it and invest it into viable options.

To get the initial snowball rolling and keep it on that roll is crucial; don't let it lose momentum. You can really build when you have mass

momentum. That doesn't mean you don't have to dodge a few curve balls or your snowball won't get bruised here and there, but keep it rolling and let it gather momentum and speed! With momentum, speed and power, you can obtain anything you want!

As a millionaire, what is the most common question you get asked and what is your answer?

I always get asked, "How do you do what you do? How do you fit it all in?" People seem amazed at what I do in a day, but it's just normal for me. When you're focused and you increase demand on yourself and you're an organised, efficient person who doesn't waste time, it's amazing what you can do. I do twice the job one person can do in less time through sheer time management and learnt skills. I don't waste a second; I maximise my time constantly! I work off lists and I implement and action and outsource what I can so I can prioritise!

In your opinion, is it harder for women to create significant wealth?

No. On the contrary, I think women are powerhouses. We can multi-task and we have looks and sex appeal, which can go a long way in business (not in a sleazy manner at all). I have had great success in sales, being an utmost professional who is well groomed with an attractive appearance, matched with personality and intelligence. I think women are excellent business people. We can fit more in and go faster!

A smart, dynamic woman is hard to resist in business and sales. We are always selling ourselves and our businesses to make money. Use it to your advantage.

My grandma taught me a valuable lesson. When I was 17, I wrote my first resume and I believed in my abilities back then. I wrote what my assets and strengths were. My grandma read it and told me I was big noting myself! I responded, "Well grandma, if I can't sell myself who will invest in me? If I don't believe in myself, who will believe in me and who will employ me? If I want this job, I need to sound worthy of it and if I can't sell myself, nobody else will." I still stick to this principle. It's not bigheaded, it's belief; if you don't believe in yourself, nor will anyone else!

Apart from material possessions, money brings significant opportunity. Can you share with us the opportunity you are most fond or proud of that money has given you?

I get offered a lot of deals, and the television series has helped with that as people can see I'm dynamic and they want a piece of the action. I'm looking at joint ventures, and I have been asked to fly to Malaysia to look at renovating heritage buildings for the government. I have been asked to do development blocks and fit out homes built for the government in Australia. I have been asked to buy a store of bathroom products and franchise it and take it nationally. There are a lot of projects being offered and, whilst some sound very exciting, I keep a very level head. I don't get emotional in business, and I look at the pros and cons and viability of each deal, the time constraints and what my gut says about it.

Just because you get offered a deal doesn't mean you have to take it. Be smart! Don't get emotional or let your ego talk. Some of the best deals are the ones you walk away from. You can't do everything. Do what you do best and pick the most profitable deals that you are passionate about, as they will succeed. Don't be a 'Jack of all trades and master of none'.

People are attracted to passion and enthusiasm. When you love what you do and you ooze it, people are drawn to you, and when they like you, they buy from you. So deliver above what you promise, be nice and you will always win. Be smart and savvy and deals will come your way. Keep a level head and only look at the deals that will serve your purpose because at the same time a lot of people will be after you for your money, time or to feed off you. Give, as the law of reciprocity is important, but you have to sort the wood out from the trees!

What do you teach your daughter about wealth/money when she could have anything she wants?

I don't spoil my daughter because I want her to grow up humble (she is 10 and the love of my life!). I instill morals and values and being a good person foremost. She agrees to do a list of chores for pocket money. She gets to pay herself first and spend a portion on treating herself for her work, and then the rest is saved in a bank account for her car and house. I will teach her how to buy/negotiate/renovate (she already

comes on site and could run the show). I will lead and guide her, but she will learn to understand that you have to work for your money and she will pay bills so she understands the value of money. She is already aware that buying a house at a young age is important to get ahead.

I'm looking to buy my daughter a house, rent it for her and use her savings and pocket money she gets for her chores to pay for it. It's a great time to buy property now in Perth, so I figure why wait until she is 18.

It set me up at 21 buying my first house; imagine, with Georgia buying now at 10 with my guidance, where she will be at 21! It's about being a role model and thinking and then taking action. Do something a little different; why not? Invest in your kids' future, pave the way for them, guide them from a young age and they will follow, but don't spoil them; let them contribute and pay their way towards the gain.

Do you support a charity?

I have a tithing account and I tithe anonymously for various reasons. You give not to receive recognition or for publicity. Also, people can take advantage of you once you start something, so when you are anonymous, you truly give.

What does success mean to you and how does one achieve it?

Success is having as much money as makes you happy, having a happy and balanced easy relationship that both supports and challenges you, having family time, time out, time with friends, balance, work and play. Success is a feeling of satisfaction in the heart, and also a drive for more – to better yourself or your business. When that inner flame is alight, you will always be successful.

For me, success is being a powerful, significant, inspiring person and businesswoman and a devoted role model to my daughter, a loving, caring partner, a great daughter and a loyal, happy friend.

Only invest in what you know; do your homework and if you find a recipe that works, stick to it. Whilst I also believe in diversifying, and I have done that, I have come full circle and do what I know works best for me. So, it's a matter of finding what your strengths are, what you're good at and what your passion is, as you will be successful if you stick to a recipe that works for you. Find a good recipe; don't try and re-bake an already good cake – just put the icing on top!

“Believe and act as if it were impossible to fail.”
Charles F. Kettering

What do you believe are the essential qualities or personal attributes of a successful person?

- Fire in the belly
- Self motivation
- Drive
- Energy
- Passion
- Health
- Intelligence / knowledge
- Personability / charisma
- Loving what you do
- Enthusiasm
- Spark
- Action person
- Confidence
- Appearance/style.

What do you think stops people from achieving the level of success they desire?

A lack of belief, confidence and motivation, mindset, mental state, upbringing, laziness, excuses and no plan.

What can people do to stay on track, especially when times get tough?

Stay focused, bounce/brainstorm off mentors, and join groups for networking, including marketing and entrepreneur groups. Tweak

your business plan; stick it out and reinvent it to suit the market. Up your advertising to attract more clients, and look after your existing client base to increase average spend or encourage repeat business.

Systemise the business as much as possible for timeliness and efficiency.

Outsource what you don't like to do or what bogs you down. That way you are doing only the jobs you like to do, and when you're doing what you like, it's easy to stay focused.

What are your top tips for reaching greater levels of success?

1. Have a solid business plan and constantly update it. Action and work the plan
2. Implement a solid marketing plan that is ongoing for strong brand awareness and brand equity
3. Regularly brainstorm with mentors
4. Learn, apply, stay focused
5. Do it daily! Timetable and tick off daily to do lists
6. The ten-minute technique
7. Outsource/delegate
8. Systemise – set up a business that can run without you, and
9. Look for the best deals – profitable, systemisable and that can create passive income (that's the key!).

What is the most important piece of advice anyone has ever given you?

- “Spread your wings and fly.” – My mum
- “Buy a property when you're young and you get 10 steps ahead.” – My grandfather
- ‘Be a “Make it Happen” girl.’ – My dad

Do you look at the price tag of things at the shops?

Yes, I'm conscious of course. It depends on what I am looking for, but quality is always important, along with value. It's about being smart

and why you need the item you're purchasing – for pleasure (luxury items) or survival (food). It really depends on the need and the place and time.

What keeps you from retiring and lying on the beach every day?

The concept is nicer than the actuality. When you stop, you die; you lose your sense of journey, your purpose in life. I think it's sad people live just longing for retirement. That's only because they are not entirely happy with what they are doing. If you love what you do and you can choose what you do and when you do it, you shouldn't want to retire in the perfect sense.

Do you buy lottery tickets?

No – I don't like not winning! The only lottery I will be winning is my own!



Sasha has offered two fabulous downloadable property renovation guides, valued at **\$97**, for readers of *Property Millionaire: How To Profit From Property - The 7 Steps* and *The DIY Step-By-Step Renovating Guide* are available now by going to www.PropertyMillionaireBook.com/moneymakers