



## Hello, I'm **Kieza Silveria De Souza** Entrepreneur

### MY JOB DESCRIPTION

I am an entrepreneur hailing from South London who has been in the textile printing and merchandise space for 11 years.

Upon leaving school I learned how to design and print my own T-shirts and sell them whilst studying art and design at college and then University. At 17, I became the Young Mayor of Lewisham, beating 24 other candidates with a marketing budget of only £6.50 for the entire campaign. In my second year of university, I founded my first business – a garment printing company – and years later I started Merch Masters and growing it to over £200k in revenue by year two.

### 10 TIPS ON HOW TO FOLLOW IN MY FOOTSTEPS

- 1.** Constantly develop your skills. Find what you're good at and double down on those skills. Become excellent.
- 2.** Show people what you're working on, let the world know what you're doing. Don't wait until your work is perfect, it's not supposed to be and it never will be. Just get yourself out there.
- 3.** Perseverance is your secret weapon. Expect that the journey will come with challenges. Don't be a victim to them. See them as opportunities designed to help you to grow as a creative, as an entrepreneur and as a person. The more challenges you overcome, the bigger, better, stronger and more valuable YOU become. DO. NOT. GIVE. UP.
- 4.** Learn how to manage your finances. If you can do this when you have a little, you'll be able to do it when you have a lot. Look up the Parable of the Talents in the Bible. (somewhere in the book of Matthews, do your Googles)
- 5.** Connect with people – the relationships you foster over your career will open many doors for you. Treat people with respect, be of use to them, connect with people that can be of use to you. Your network will be one of your most valuable assets.
- 6.** Identify your zone of genius; the top 1-3 things that you're uniquely good at. Hire, sub-contract or delegate others to do the rest. Learn how to find people who are good at things that you're not and work with them.

**7.** If you want to be a freelancer or creative entrepreneur, learn what it is to be an entrepreneur. Read books, seek out mentors and coaches, build a group of like-minded peers, and increase your entrepreneurial skills. And being good at painting, design, coding, sewing etc is not the same as being good at building a business that does those things. Entrepreneurial skills are COMPLETELY different.

**8.** Pay for quality and don't cut corners. Many times I've seen people pay less the first time, but end up paying twice or three times, losing more money and more precious time.

**9.** Delay gratification. There will be times where the journey isn't fun, you feel like you're being left behind, your friends are in high flying careers earning lots of money and buying houses while you're still sleeping on a bunk bed with £2.50 in your bank account. Trust your journey and that what you're working on will bring you the fruits of your labour in your OWN time.

**10.** Remember what you do it for – be it family, legacy, or simply to have a happy life. But make sure the reason you're doing what you're doing is compelling enough for you to keep going even when things do get rough.