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Part I



My Boost Journey

When you ask many successful businesspeople how they got started, they may tell you about the little businesses they started in primary school — the ingenious corner lemonade stand, the school candy bar sales or the lawn mowing service employing other twelve year olds. The types of businesses that led these overachievers to climb that first rung on the ladder to success. Sales charts, forecasts and ROI calculations lined these kids' walls like Andy Gibb lined mine. The entrepreneurial spirit seems to be part of their DNA.

My story is drastically different. You could say that my entrepreneurial spirit was ... umm — dormant. Okay, it was non-existent. To be honest, if you'd asked me what an entrepreneur was in primary school, I may have thought it had something to do with food and would have had no idea how to spell it. It was twenty years after primary school that foreign entrepreneurial DNA somehow began to morph my behaviour.

During the twenty-year, pre-DNA takeover, I travelled around the United States, Europe, parts of Asia and Australia. I had thirty jobs, got fired from some, moved onto others, made money, lost more, met the wrong man, had a beautiful baby and met my soul mate. What I didn't realise at the time was all the lessons and tools I was picking up with each triumph and pitfall. Each piece of my journey was enabling me to have the strength to take a tiny idea and turn it into a passion.

Of course, I don't really think having the skills to become a successful entrepreneurial literally needs to part of your DNA. I also don't

believe there is a cookie-cutter process for success, or that success has to be hard or come easy. What I have attempted to do in this and the following chapters is to share with you my journey; it has many ups and equally as many downs. If someone had done the same for me, perhaps the learning curve would have been less bumpy. This is a short, honest glimpse into my archives so that you can see I'm human, just like you. I too trip over the kids' toys, go to work with my children's fears and problems running through my head, laugh, cry, make mistakes, learn from them and try to grow.

I hope that you take something from the following and follow your dreams.

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Chapter 1



Blitzing in the blender of life

I once read a book that suggested we actually ‘pick’ our parents. If that’s the case, I picked the quintessential Aussie Mum and Dad. Mum stayed home and Dad made the bacon. Dad worked for Fibremakers, a carpet-making company, in a management position. His aim was to move up the corporate ladder during the week and enjoy his time off on the weekends.

I’m the youngest of their four kids, born in Knoxfield, about thirty kilometres east of the Melbourne CBD. Back in the 1970s, the suburb was semirural. Our home was a tiny green weatherboard house — only ten squares — but it was set on a quarter-acre block of land that had previously been an orchard.

Jeff says ...

Janine always had spunk and threw herself into any challenge with great zeal. The best sign of what was to come was watching her on the netball court; there was no lack of vigour, for a fierce contest was within this woman. Janine always had spunk and threw herself into any challenge with great zeal. The best sign of what was to come was watching her on the netball court; there was no lack of vigour, for a fierce contest was within this woman.

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First job, bad hair and many lessons

After turning my back on a safe bank job, I managed to get a job in advertising. I was a very junior, junior (did I mention I was junior?) media assistant at McCann Eriksson, working on the General Motors account. Advertising in the eighties was all about short skirts, bad hair and long boozy lunches. Each Friday, lunch started at noon and ended at 5 pm. For a while, the fun in advertising significantly outweighed the boredom of my first job. (And it was a very dull job, typing little numbers into little squares, which, to be honest, after many liquid lunches, was a challenge.) Soon, however, the spirit within wanted more and I quit.

The adventure that was supposed to last three months

With a blue backpack, \$6,000, a plane ticket and a determined look, I set out on my own. I can still see Mum's bewildered face as I kissed her goodbye at the airport. To this day, she still complains that I didn't turn around to wave goodbye like all the rest of the travellers; my sights were firmly set on the future. I was off to Marine County, San Francisco, to work as a camp counsellor during the American summer. The camp was for children of different backgrounds, some with health challenges. Many were deaf and in one of the sessions all the children were blind.

Here is a numbered list:

- 1 You don't have to put up with upsetting or unlawful behaviour at your workplace, and you shouldn't.
- 2 Do not set your teams up to fail, even if they think that they're ready. The worst thing you can do is promote too early.
- 3 All people, even the rich and famous, are just people with their own fears, dramas, happiness and sorrows.

The story so far ... Lessons learned

Travelling teaches you skills you don't learn anywhere else, or not as quickly anyway. I pride myself on my problem-solving skills and I put that down, in part, to the travelling that I did. You learn to look a little way into the future and see danger before it hits — an invaluable tool in business. When you have only yourself to rely on, you learn to trust your instincts and find resources within yourself you never knew existed.

Here's some specific lessons I learned while in my early twenties:

- You don't have to put up with upsetting or unlawful behaviour at your workplace, and you shouldn't.
- Do not set your teams up to fail, even if they think that they're ready. The worst thing you can do is promote too early.
- All people, even the rich and famous, are just people with their own fears, dramas, happiness and sorrows.
- You can make kids revolting if you spoil them.
- Some people seem to think that because they have money they need to act in a certain way, like a young boy going through puberty trying to act like a man. Similarly, some women think that to be successful in business they need to act like a man. The most important thing: be yourself.
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When you have only yourself to rely on, you learn to trust your instincts and find resources within yourself you never knew existed. Travelling teaches you skills you don't learn anywhere else, or not as quickly anyway. I pride myself on my problem-solving skills and I put that down, in part, to the travelling that I did. You learn to look a little way into the future and see danger before it hits — an invaluable tool in business. When you have only yourself to rely on, you learn to trust your instincts and find resources within yourself you never knew existed.





Super supplements

Add a boost to your integrity with the following:

- Integrity breeds integrity. The holder of the values in any company or business is the CEO and/or owner. If you are a leader of high integrity, it will flow through to the rest of the staff. With that said, the leader should be surrounded by some ruthless minds to ensure balance.
- The core leadership team of a business must be beyond reproach. The people who run a company set the cultural tone. If they maintain high standards on what's right and what's wrong, a culture of great integrity will develop. You need to be rigorous in your expectations of staff and make a hard call if someone lets you down. If you don't, you will lose the people who matter most.
- Avoid people who have low standards of integrity, but don't judge someone on reputation alone. A doubtful reputation always makes me cautious, but I prefer to make up my own mind. Never ignore your gut instinct or intuition.
- ALWAYS Always support your staff in front of people outside your business. If you don't agree with a colleague, have the discussion behind closed doors. Ensure that your staff and peers do the same for you.
- People with integrity know their limitations and do not bluff; if they need expert help, they get it.

Motivation

*I will, I will, I will, I will — you need all the will
in the world to get where you want to go.*

Alice Berry, Super Star

The goals of Boost Juice Bars:

- Make certain everyone operates by the same principles
- Have a clear and concise mission statement
- Build leaders rather than managers
- Hold to the highest possible standard of ethics
- Have a clearly defined organisational structure

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Part I



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Part II



Thirty recipes for success

In this part, I provide what are indeed the ‘recipes’ for our success. These are what we run the business by, and we use them to remind us what we should be doing when making business decisions, both day to day and long term.

I’ve reiterated the key points for each recipe with a list of important ingredients. In some of the recipes, I’ve also included supplements for you to try yourself to really give your journey a boost.

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Part III



Expanding skills and overcoming obstacles

This part of the book was interesting to write because it covers areas where my learning curve was large and lengthy. These areas are also where other individuals and businesses tend to struggle. As the point of this book is to share with you my lessons learned, I emphasised these particular skills, hopefully helping you avoid some of the pitfalls I found myself in.

In the final chapter in this part, I've also provided some insight into some common obstacles to success — and how to avoid them.

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Smiling girl



pineapple boy