

# SELF BELIEF:THE VISION

How to Be a Success On Your Own Terms

## THE KNOWLEDGE

Level 2



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# FOREWORD

From the moment I met Jamal, it was evident that he has faith. He has faith in ideas, in people and, most importantly, faith that all things are possible. This combination of complete certainty and a formidable work ethic has resulted in a truly inspiring story of young entrepreneurship.

I've had the opportunity to work closely with Jamal, and have not only watched, but also learnt an enormous amount as SB.TV has grown from humble beginnings to the phenomenon it is now. And this is only the beginning. Jamal continues to explore and move into other business areas with the same intense passion, determination and drive that he applied when first starting out.

In this ebook he will share the experiences that have shaped his career and will help you prepare as you take your first steps in the world of business.



## **LEVEL 2 - THE KNOWLEDGE**

There may be no guarantee of success, but by reading what he has to say your chances will, unquestionably, be greatly improved.

Emeli Sandé, 2013



## LEVEL 2 - THE KNOWLEDGE

### LEVEL 2

## THE KNOWLEDGE

### INTRO

Yo, if you're just joining me for the first time here at Level 2 of *Self Belief: The Vision*, and thanks for coming back if you've already worked your way through Level 1. This level is about getting the essential information for you to succeed. It's about that point in your life when you decide to pursue an idea, but need to get all your facts together before you can move forward. When I started SB.TV I was on a Media and Moving Image course at college, so I was learning all the time about how to plan videos and then edit them so they'd be the kind of thing that other young people would want to watch. I wanted this ebook to be about that time, to help guide you through the different ways you can arm yourself with skills and come up with a concrete plan for how you turn your vision into a reality.





## LEVEL 2 - THE KNOWLEDGE

### How this works

*Self Belief: The Vision* is a series of six ebooks, each of which are a level on your way to finding out how to make your dream idea a reality. In each level I'll tell you a bit about my story getting SB.TV off the ground, then I'll set you a challenge to help you get in the right frame of mind for the stages ahead.

After the challenge, you'll hit decision points where you have to choose which path you'll take on your journey. Whatever path you take you'll go through stages that will give you tips, advice and tasks to complete to help you get your self-belief up and get your idea out there.

Level 2 is 'The Knowledge', where you'll start getting your ideas down and find out what you need to know about the area you want to get into, whether that's music, running a caf, or just getting an idea off the ground at college or work.

So, you with me? Let's do this.



## LEVEL 2 - THE KNOWLEDGE

### MY STORY

#### How I learnt the ropes...

I didn't have media entrepreneurs in my family. A lot of them worked for Vauxhall, so it wasn't as if I had people around me who could teach me about running a business like SB.TV. But I read a lot, and I would go on the Internet until I could find out what I needed to know. I mean, my mum did buy me a load of the *Dummies Guide To...* books, but I never read them because they were so thick. She gave me one on accounts and some business books and I was like, 'Are you being serious?' But even though I didn't read them, I knew my mum was teaching me that if I didn't have the answer to something, someone else always would. And you should always remember that when you get stuck.

My dad was pretty smart too, he got good grades at school and he always had a good sense about money – he works as a mortgage adviser now and used to work as a stockbroker. The main thing is that they were always really supportive, they always believed in me and told me, 'You can do

