

The Secret to Success From a Young Entrepreneur

What you need to understand to succeed, and why some don't

Baltimore, Maryland Jun 12, 2022 ([IssueWire.com](https://www.issuewire.com)) - Kofi Hair-Ralston, the CEO and founder of BLTMR, a thriving jewelry business, seems to have cracked the code to success in younger people. Kofi initially founded BLTMR as a fine jewelry Dropshipping business in the spring of 2021, when he was 12. He has since then pursued entrepreneurship, and has a published book, [*Teenage Entrepreneurship: The Guide to Functioning as a Young Entrepreneur in the 21st Century and Beyond*](#). His experience as a young entrepreneur gave him not only insight, but wisdom into what others can only look in on. He says, "Business is not an industry. It's not something you can study and get hired in. Business is a culture. An umbrella term for everything behind the scenes. It's in the clothes you wear, the movies you watch, and the language you speak." After running his business for over a year, he has accumulated a breadth of knowledge and insight into what makes a person successful. "Everyone these days focuses on having their business be successful or to be successful themselves. I would say the former is much more difficult, as each person has the same opportunity whereas businesses doing well is something like ten percent luck. The real secret to succeeding in business is to have the right timing, whereas to succeed as a person you need to find the right people. Think of it as a social media algorithm. On an app like YouTube, the content is sorted by what you want to watch and how "good" the content is, so you can watch high-quality content and be exposed to as many ads as possible. On an app like TikTok, however, they don't care about the content as long as you're staying on the app. If a million people like the video but don't have similar interests to you, it simply won't be shown to you. And the online world is slowly changing to be tailored to each person. VR experiences are emerging to keep people on screens as long as possible. Cinemas are running more movies longer. Streaming services are constantly being created and destroyed. And the secret to success is this: utilizing every single tool that's available to you to expose yourself to the *right* opportunities. Networking with the *right people*. Make sure you have goals that, once met, will have you presented with appealing, lucrative opportunities as quickly as possible. For every paid service, I'd bet you could google one for free. People need to understand that they have everything at their fingertips. And that's my tip to you. Find the right things as soon as possible."

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