

THE

Richfriend

MANIFESTO

BY NICOLE WALTERS

This life is not for everyone. (In fact, it's not even for most people.) Everyone wants to grow their income and live in their purpose. But most people won't. Why? Because most people aren't willing to do what it takes. They'd rather play it safe than pursue their passion; letting life happen instead of making it happen.

BUT RICHFRIENDS ARE NOT MOST PEOPLE.

I won't sugarcoat this: entrepreneurship is hard. If you're going to succeed, you need to be ABOUT this life. This manifesto is your roadmap to making it, no matter where you're starting from. Read these words carefully. Print them out and keep them where you can see them. I can't promise entrepreneurship will never be hard for those who take these lessons to heart. It will, however, be the most rewarding adventure you ever embark on. I guarantee it.

Dream big. Stay ready.



Nicole Walters

RULES TO LIVE BY

1. DO THE WORK. Great things come to those who work. To build what others only dream about, you have to do what they only talk about. The tools are there for those who will use them—so roll up your sleeves, get off the couch, and take action. Your work ethic will be your strongest advantage and biggest differentiator, and nobody can beat you there.

2. BALANCE IS BOGUS. We all have limited time and energy to juggle work, family, and self-care. Most days, you'll drop the ball on at least one of those things. And that's okay. Forgive yourself for the long nights and missed moments. Take time when you need it. And above all, embrace the imbalance as part of the journey.

3. SEEK PROGRESS, NOT PERFECTION.

Don't be paralyzed by perfection, or let safety stunt your growth. A job finished is better than a dream perfected, and success is built with small, sustainable wins. Aim to be a few steps further ahead tomorrow than you were today, and watch as you leave perfectionists in the dust.

4. ACT LIKE A BUSINESS TO GET COINS LIKE ONE.

Businesses don't work for free. They use processes and systems to get things done. They mind the details and measure the margins. You are not a charity. This isn't amateur hour. If you want to grow like a business twice your size, it's time to start acting like one.

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5. YOU DON'T NEED EVERYONE.

Don't waste time trying to sell everyone on your idea. Some people will never want what you have, no matter how hard you work to change their mind. Focus on helping those who need you most and serve them better than anyone else.

6. DISRUPT, DON'T DUPLICATE. The world doesn't need another carbon copy company. It needs the bold few who are brave enough to build something different, better, or new. No matter what you're building, be an original in a sea of sameness. The world is waiting for your revolution. Don't apologize or ask for permission.

7. AUTOMATE PROCESSES—NOT RELATIONSHIPS.

You can't substitute empathy with efficiency. There will never be a replacement for genuine connection. Be present, be interested, and serve others intentionally. Your audience knows when it's real.

8. GUARD YOUR GREATNESS.

Only you can decide who you allow to influence your mindset. Don't give that power to anyone who doesn't deserve it. Surround yourself with people who will be there to support you, challenge you, and speak the truth you need to hear, when you need to hear it.

9. YOU ARE NOT BEYONCE.

You won't fill a stadium with screaming fans just by showing up and looking pretty. You need to earn that applause. Show up, show out, and deliver real value at every opportunity to give them something to cheer for.

10. OWN YOUR NARRATIVE.

Society will try to tell you who you are and what you deserve, but you are not a label, a checkbox, or a stereotype. You are the author of the story you tell yourself. If you aren't where you want to be, you can restructure until you get there.

11. LEAD WITH YOUR STORY.

Wear your story on your sleeve. The REAL story, ugly bits and all. Be vulnerable. Be honest. Be authentic, even when it hurts. That's how you find your tribe.

12. LET FAITH FILL THE GAPS. Where you can't, God can. Where you're weak, He is strong. And when you don't see a way forward, God's already got it mapped out. On good days and bad, don't lean on your own understanding: trust in the one who holds the masterplan.