I'm not a robot



```
Photo by Jason Goodman on Unsplash. Prosperity is often misunderstood. Business success has been confined to profits and individual gain for too long—a narrow, limiting perspective. True prosperity is about lifting others as you grow
and building a flow of impact that reaches employees, customers, and communities alike. A prosperous business never grows in isolation. Instead, it becomes a force that uplifts lives around it. When businesses thrive and share success, everyone benefits, and a legacy of shared growth takes shape. Let's dive into what it means to prosper in business
by creating a meaningful impact that elevates those around us. A business' true measure of growth lies in the lives it impacts. When growth becomes a shared experience, businesses gain resilience, loyalty, and a purpose that stretches beyond financial returns. Consider Hive Cleaning, a UK-based company that challenged its industry's status quo by
committing to tangible impact. Hive took responsibility for the unavoidable plastic used in its operations. Funding plastic collection provided income and social benefits to collection members in underserved communities. This genuine commitment has driven higher customer and employee satisfaction, fueling Hive's continued success. Hive's story
proves businesses thrive when they grow with collective benefit as the goal—not individual gain. Empowering people is at the heart of lasting prosperity. Businesses that invest in their people—employees, customers, or community members—build a foundation for collective growth. Empowering people is at the heart of lasting prosperity.
advancement, and independence, which fosters loyalty and dedication. Currensea, a financial services company, empowers its customers to make socially conscious financial decisions by enabling them to fund plastic collection with every transaction. By seamlessly integrating sustainability into daily life, Currensea gives people a meaningful way to
make an impact, proving that empowerment can extend beyond traditional support to embedding purpose into everyday actions. A prosperous business contributes to the health and resilience of its community. Investing in community welfare—whether through local hiring, supporting small businesses, or sponsoring social programs—creates a ripple
effect of prosperity. Thriving communities help businesses thrive, forming a mutually beneficial relationship where each bolsters the other. For example, Reckitt, a leader in health and hygiene products, addresses critical waste issues through plastic collection initiatives that provide jobs and improve local infrastructure. This commitment has created a
ripple effect: Reckitt's collection efforts have led to improved social structures and greater community resilience. As a result, Reckitt saw a 130 basis point boost in conversion rates on its e-community resilience. As a result, Reckitt saw a 130 basis point boost in conversion rates on its e-community resilience. As a result, Reckitt saw a 130 basis point boost in conversion rates on its e-community resilience. As a result, Reckitt saw a 130 basis point boost in conversion rates on its e-community resilience. As a result, Reckitt saw a 130 basis point boost in conversion rates on its e-community resilience.
mindset doesn't stop at sustaining resources—it prioritizes regeneration, actively restoring what's been consumed. Regenerative businesses don't just reduce their impact; they reverse it, creating cycles of abundance by embedding responsibility into every operation. A regenerative approach means seeing the businesses as a caretaker for the planet and
future generations. These practices go beyond compliance and actively contribute to environmental and social renewal. This type of business isn't just resilient; it thrives alongside a healthier society and planet, building a legacy of restoration that endures. Plastic Bank collection members in Indonesia. No business can create a widespread impact
alone. Purpose-driven partnerships amplify reach and deepen influence, enabling businesses to address challenges across sectors, creating a network of shared prosperity. The companies we've discussed here—Reckitt, Hive Cleaning, and Currensea—are
all collaborating with Plastic Bank, a social fintech that helps end poverty and stop plastic pollution. Through its global bottle deposit program, collection members gather plastic builds resilience in communities, creating economic security where there was none.
With an Impact Membership, businesses partnering with Plastic Bank create environmental impact, uplift communities, and invite their customers to join the movement. These partnerships demonstrate that prosperity through collaboration is powerful. Collective action magnifies success and fosters resilience in an interconnected world. With today's
urgent social and environmental challenges, no business can do it alone. It takes a network of shared purpose and commitment to uplift one another. True prosperity flows from those who lift others, regenerate resources rather than deplete them, and work together for lasting impact. It's no longer just about the growth of one business but about how
deeply it can touch lives and how far its legacy can reach. This is what it means to steward the planet and its people toward collective prosperity? Begin your business toward prosperity? Begin your business toward the planet and its people toward collective prosperity.
communicate your purpose can transform how customers see your brand. Learn how to effectively convey your values and amplify your impact through purposeful marketing. Explore how businesses can thrive by integrating impact metrics into their strategies, aligning financial success with social and environmental contributions. Discover why
adopting a purpose-driven approach is essential in today's economy. Why do so many small businesses shy away from sustainability? Discover the truth behind common misconceptions and learn how even small steps can lead to significant impact and growth opportunities. Celebrate Mother's Day with sustainable gifts, eco-friendly activities, and
purposeful choices that honour both mothers and living comfortably, even luxuriously, and envied them. You've seen others being prosperous and living comfortably, even luxuriously, and envied them. You've heard about the ever-expanding gap between the haves and have-nots. In which category are you? Poverty is real and the US Poverty
Statistics released by the US Census Bureau in September 2020 shows it. Here are some population categories with the percentage of those in poverty: Adults not working - 26% Single dads - 11% Even among working Americans there are those living in
poverty. Meaning, having a job doesn't guarantee avoiding poverty and living in prosperity. Source: Federal Safety Net Maybe you're not among these but you want a better life than the one you're currently living. If you've listened to motivational speakers, you know that you can become prosperous. They motivated you to believe in yourself, think
beyond your circumstances and move towards your goals. But challenges and self-defeating mindsets still hold you back. Why is becoming successful and prosperous such a difficult thing? If this describes your situation and you're frustrated at how difficult it is to just achieve your financial goals, then read on. We'll tell you why making progress is not
automatic, what you need to do and how to stay on course. More importantly, since the times have really changed, we'll share with you five future-proof ideas you can implement and be on your way to prosperity. The sky is truly the limit. Let's get started. What exactly does it mean to be prosperous? Let's start with a dictionary definition of the word:
The condition of being successful or thriving, especially economic well-being. The state of being successful usually by making a lot of money. By Merriam-Webster Dictionary Whereas the dictionaries are correct in connecting prosperity to money alone. All the same, money is indeed necessary to sustain other
aspects of prosperity. For instance, consider health. Can you be prosperous if your health is failing? At the same time, prosperity may mean different things to different people. For example, there are people who would rather create a life that gives them time for family without the need to constantly increase wealth—as long as they can guarantee
having what they believe is enough. For such people, they might make money then buy land for farming so that they can have fresh organic foods from the farm which they work in as a family. Others may want to make money then buy land for farming so that they can have fresh organic foods from the farm which they work in as a family. Others may want to make money, invest it so that they can travel the world as their investments make money to support their lifestyle. Whichever way, it
starts with you making money. So, to be prosperous, you must have money and sustain it, you simply need to change your thinking about money, making money and spending money. Here's
your financial 101 lesson in summary form: You need money for all the basic needs (food, housing, clothing) and other extras for a comfortable life (car, health insurance, vacation etc.) Always make money (what you have today won't be enough for tomorrow) Do not spend more than you're making Before you become wealthy, do not spend money on
things you merely want; rather spend on what you need If you must get into debt, make sure it's good debt (debt that adds long-term value) If you don't have as much money as you would like, it's possible that you've been breaking most or all of the above rules of money. So how do you change that? Change is never easy. We're habitual beings. We
form habits and stick with them. And the longer the habits stick, the harder it is to break them. But breaking unproductive habits is still possible. Here's how to get started and keep going: Acknowledge your current situation - acknowledge that the situation you're in is not a good one and that things are only getting worse. This is the first step
towards change. This is the stage of identifying the problem so you can start solving it. Take responsibility - whether you were born in poverty and dying poor is a choice. You can even make it subconsciously. As long as you don't make an effort to improve, you're actually deciding to stay where
you are. Decide to change - come to terms with how negatively the situation is affecting you. Since you know that things can get better, make a conscious decision to work towards improving. Set small manageable goals because a journey of a thousand miles indeed starts with one step. Come up with good habits - for every bad habit you want to
drop, come up with one you want to embrace. Be honest with you're dropping and picking. Come up with ways of making money - the changes you're making are supposed to help you make money.
Keep this in mind and start thinking of how to make money. This will help you stay focused because it reminds you the reason for the effort you're putting in. With a change in mindset and having decided to improve your life, it's time to make money. Let's discuss this. Making money requires some work. It also requires taking some risks and
developing the strength to keep going despite any challenges that show up. Are you ready for this? Here is how you can turn your life around. If you take a careful look at the richest people in the world, you'll notice that they are entrepreneurship. Take for
instance those in the Forbes list of billionaires. They're all doing some form of business and grow it to become big and
highly-profitable? Source: Adioma Everyone who starts a business is an entrepreneur. But not all entrepreneurs get to enjoy the kind of success that brings about prosperity. Whereas starting a business is an entrepreneur and sustaining the growth is what matters most. To succeed in this, you have to develop an entrepreneurial
mindset. Here are some things you need to do. To be successful, you need to solve the problems which people need solved. These problems are your prospects' pain points. It's likely that someone out there is already trying to solve the problems are your prospects are in the solutions which are already trying to solve the problems are your prospects.
available in the market, then benchmark your proposed solution against them. The solution you come up with needs to be different. It should stand out from any other and provide enough relief to customers that they gladly pay for it and spread the word. How do you do that? You have to start by thinking differently. Entrepreneurs don't think like the
average consumer. And the insanely-successful entrepreneur doesn't even think like the average business owner. Truly successful entrepreneurs challenge conventional wisdom. They break the rules of normal thinking and come up with solutions which earn them tags like
 "crazy" and cause the established business owners to write them off because they're trying something never tried before. But unknown to those who are held back by the limiting rules they create for themselves, unconventional thinking is what breeds inventions and innovations. Inventions and innovations are what turn the gears of growth and
success in a business. Invention: something new that has never existed before. Inventions are often the result of completely new ideas conceived in the mind which are then studied, researched, experimented and proven to work. Innovation: unique improvement of something already existing. Innovations also go through research but more
importantly, they are economically viable. Inventions are not always economically viable. Consider the success enjoyed by Tesla, Inc. Elon Musk is the brain behind the brand and he took the electric car industry by surprise. While the established car manufacturers argued that electric cars were for the future, Musk went all out electric. Today, his
company is the biggest manufacturer and seller of electric vehicles. Definitely thinking and seeing things differently, his company spends big on research and development. This keeps Tesla ahead of the competition when it comes to innovation. And in case you want proof that innovation is key to business success, check out Tesla's revenue growth
from 2008 to 2019. Right now, the likes of Ford and GM are still holding on to diesel. They still have a market but who knows for how long they'll have it? The market is changing and will always change. To succeed, you need to get used to thinking differently. Know what's going on in your industry and those related to it, understand your customer's
or prospects' needs, and come up with a solution that takes your competitors by surprise. The life of top entrepreneurs is full of challenges and rejection. They try different things and they get laughed at. This is especially so at the beginning before anyone sees their success and begins respecting them. They're told off and sometimes have to work
alone because no-one believes in their unconventional ideas. But when those ideas come to fruition, everyone wants to be associated with them—even if just on social media. You might listen to their stories and commend them for being strong and weathering the storms that came their way. But do you know what's needed for that strength? You need
a lot of confidence and grit to succeed against the many challenges and obstacles on your entrepreneurial journey. Do you believe in yourself and your inborn abilities? There is no substitute to building confidence
will easily show and few people will want to spend (read waste) their time working with you when you don't even believe your ideas can succeed. Do you really believe your have what it takes to solve the problem? If you're not very sure of
your abilities but somewhere within you you know that you can do it, then here's what you should start with: Be proud of your in-born abilities. Start from what you have, learn others and hire those with the
abilities you don't need to learn. Improve your skill set and expertise - it's easy to be confident when operating in your area of expertise. You should therefore learn more skills related to your field. Get out of your comfort zone - learn how to exude confidence and
practise doing what makes you uncomfortable. Try some low-profile public speaking e.g. before a small team. Also attend networking events and decide that you'll meet at least two or three new people. Don't be afraid to fail - failing doesn't make you a failure; it just helps you know that there's a better way of doing things. If your idea fails, just look
at what went wrong, find an alternative, and implement it. Successful entrepreneurs go through instances of failing before succeeding. Keep track of your achievements - celebrate your achievements by updating your bio, company profile, and sharing success with friends and family. You can even buy yourself a gift and keep it in your office or at
home, somewhere you'll easily see it and remember your achievement. Use this as inspiration that success is possible and within reach. After launching your startup, it's easy to get excited when you make your first sale and see consistent revenue growth for 6 months. But what happens when things start slowing down and your business seems to
head to a halt? If up to 33% of startups fail within two years, you should ask yourself why. If this is the story of some entrepreneurs, then take time to learn how to avoid a similar fate. Although there are many reasons why a business can go down, one common reason is the inability or unwillingness to change. The market changes but the business
sticks to what it does. The business owner believes that somehow, the change won't affect his business. When they're no longer responding to your marketing messages? When the customer seduce their spending? When they're no longer responding to your marketing messages? When they're no longer responding to your marketing messages? When they're no longer responding to your marketing messages? When they're no longer responding to your marketing messages? When they're no longer responding to your marketing messages? When they're no longer responding to your marketing messages? When they're no longer responding to your marketing messages? When they're no longer responding to your marketing messages? When they're no longer responding to your marketing messages? When they're no longer responding to your marketing messages? When they're no longer responding to your marketing messages?
product? History is full of examples of businesses that never adapted or took too long to change in line with the market to change—they're the ones who initiated change. Where do you stand—with those too stiff to
change, those who adapt quickly or those who initiate change and create new trends? At the very least, you should be flexible and adaptable. Be willing to change when you notice the market shifting. Stay up to date with industry news and develop a growth mentality. Source: Infinity Community Solutions Be open to suggestions and consider them
without thinking that your own ideas are the best. One ingredient of success is the ability to make the right decision as fast as you're required. This is called being decisive, you'll either stagnate or not get started in the first place. In most cases, indecision is sponsored and fueled by fear. When fear gets some room in your mind
and starts calling the shots, you won't move. Even if you plan everything and you're sure you've taken care of everything you can, the fear of the unknown will hold you back. Wherever you have inaction. How do you develop decisiveness and avoid living with a dream that was supposed to be realized but never was? Here
are some tips: Learn how to be decisive - you can learn this through online materials, reading an entrepreneurship book on the subject or working with a mentor. You'll be learning from someone who has experience, thus able to guide you on the journey to decisiveness Practice quick decision making - practice making personal decisions more quickly
than before. Doing this at a personal level ensures that the risks are minimal. You'll have some fun seeing yourself make decisions quickly and get encouraged to implement the same in other areas Get sporty - did you know that playing games can improve decision making? This is an extra benefit to growing muscles. Playing most games requires
Furthermore, aiming at being perfect while struggling with decision is actually more dangerous than making a wrong decision. Indecision stops you from moving; making the wrong decision helps
you learn. Although when starting your business you'll most likely be alone, you'll get to a point where you have to build a team. These are the people who will handle the various aspects of the work needed to realize your vision. How do you ensure that everyone works together amicably and towards the same vision? There are two concepts of
 achieving results in a work environment that many mistakenly use interchangeably. This is management even lead to different results. Leadership is mainly concerned with the bigger picture and is therefore a higher responsibility
than management. To be a good leader, consider doing the below: Taking initiative - as a leader, you need to be able to do what needs to be done and not wait for things to get out of hand then start looking for solutions. If there's a challenge in the work being done, make a decision and take the appropriate action to deal with the issue. Be a good
listener - successful leadership requires good communication. This is mostly about how you say what you have in mind without causing conflicts. Motivate your team - it's important to recognize the effort your team puts in when working towards
 achieving your vision. Appreciate them and show them how to improve, both personally and for the team. Resolve conflicts - people will never work together without conflicts. Disagreements are normal although they need to be quickly resolved. All the same, ensure you do it not just quickly but also with respect to others' points of view. Practice
discipline - successful teams practice discipline and team members learn from those above them. Set the right example for your team by being a good time manager, upholding high work quality and being above board in your general conduct To make money, you need to be able to do something that earns you money. This comes down to skills. In this earns you money, you need to be able to do something that earns you money team by being a good time manager, upholding high work quality and being above board in your general conduct.
day and age, skills are what make the difference and you can learn them from anywhere. You don't have to enroll for a course at the university to learn new skills you need from anywhere in the world. Some skills which were common a few
years ago are no longer in demand. On the other hand, those which were too technical, being practised only by a few, are now the norm. In today's digital age, the highest-paying skills are those connected with technology. Some high-income skills are however not so much about technology as they are about people—customers. Let's take a look at 5
top skills through which you can earn a good income and change your lifestyle. Technology is enabled by software platforms and programs and these are developed by skilled and talented people. It's important to realize that technology is what runs today's world. As such, if you want to move forward, then you need to know how to use technology
The use of technology is itself a challenge for many. If you can develop a software solution that's simple to use, efficient and yet very effective in solving a problem, you can be sure of making money. Web development is also a huge opportunity market. Not only are we living with technology, we're also becoming more interconnected through the
internet. This means that businesses need to have a presence on the internet and so they need someone skilled enough to deliver on such projects. With the 2019 average household income being $68,703
becoming a software or web developer will make you way better off. Copywriting is a very unique field in the marketing world. It may seem like a small thing but ask marketers and they'll tell you how big a difference it makes. For businesses to turn leads into paying customers, they need copywriters. These are people skilled in writing text that
convinces people to take the action businesses want taken. Businesses need people to take different kinds of action. Some want people to buy what they're selling. Convincing people to do something isn't easy. Take for instance the
typical behavior of many visitors to a company's website. They might see the "Buy Now" message and still not buy, despite acknowledging that the product looks good. They might see the "Buy Now" message and still not buy, despite acknowledging that the product looks good. They might see the "Buy Now" message and still not buy, despite acknowledging that the product looks good. They might see the "Buy Now" message and still not buy, despite acknowledging that the product looks good. They might see the "Buy Now" message and still not buy, despite acknowledging that the product looks good. They might see the "Buy Now" message and still not buy, despite acknowledging that the product looks good. They might see the "Buy Now" message and still not buy, despite acknowledging that the product looks good. They might see the "Buy Now" message and still not buy, despite acknowledging that the product looks good. They might see the "Buy Now" message and still not buy, despite acknowledging that the product looks good. They might see the "Buy Now" message and still not buy, despite acknowledging that the product looks good. They might see the "Buy Now" message and still not buy, despite acknowledging that the product looks good. They might see the "Buy Now" message and still not buy, despite acknowledging that the product looks good. They might see the "Buy Now" message and still not buy, despite acknowledging that the product looks good.
most cases, they're paid a flat fee which is agreed upon before they write the copy. There are however some instances where apart from this flat fee, they also earn a commission from the net sales produced by their copy. Consider copywriting salaries in the US. While the average employed copywriter earns around $58,000, some companies are
 willing to pay over $100,000. Source: Glassdoor To become a copywriter, you need to learn the skill of writing persuasively. It's a matter of choosing the kind of words which identify a customer's pain points, explaining how the product solves this problem and then guiding them towards buying. One of the biggest ways companies make money online
is by building audiences through their blogs or e-commerce sites. The general idea is that the higher the number of people visiting the site or blog, the higher the number of those who will buy. To achieve this, the site or blog, the higher the number of those who will buy. To achieve this, the site or blog, the higher the number of people visiting the site or blog, the higher the number of people visiting the site or blog, the higher the number of people visiting the site or blog, the higher the number of people visiting the site or blog, the higher the number of people visiting the site or blog, the higher the number of people visiting the site or blog, the higher the number of people visiting the site or blog, the higher the number of people visiting the site or blog, the higher the number of people visiting the site or blog, the higher the number of people visiting the site or blog, the higher the number of people visiting the site or blog, the higher the number of people visiting the site or blog, the higher the number of people visiting the site or blog, the higher the number of people visiting the site or blog, the higher the number of people visiting the site or blog, the higher the number of people visiting the site or blog, the higher the number of people visiting t
is on page 1 of the search results on Google. For a business to achieve such results, it needs SEO. SEO plays a central role in determining whether a search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search results or not. It also determines what page of the search r
search results, the chances that many people will click the link is increased. That means there will be more people visiting the website. This is why businesses are so keen on being on the first page of Google's search results. In most cases,
businesses will want to be ranked on page one for specific keywords. Definition: Keywords are the search engines when looking for answers to the questions they have. Using keywords properly is one of the ways of getting your blog articles on the first page of search engine results. This will show you to be an
expert. Although getting a website to the first page of search results is possible, it's not easy. And that means that the services you'll offer don't come cheap. The best way to learn SEO is through practice. Start learning by taking online courses and working for clients so as to practice what you're learning. Sales Funnels are an important part of the
sales process. Very few customers will go into a store or visit a website and buy without some form of direction. Even if they did that, businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for them to remain in businesses would still need more sales for the sa
customer. The funnel analogy shows how a big number of prospects will visit a store but only a small number will eventually make a purchase. A sales funnel has four stages: awareness, interest, decision and action. The purpose of building a sales funnel has four stages: awareness, interest, decision and action. The purpose of building a sales funnel has four stages: awareness, interest, decision and action. The purpose of building a sales funnel has four stages: awareness, interest, decision and action. The purpose of building a sales funnel has four stages: awareness, interest, decision and action. The purpose of building a sales funnel has four stages: awareness, interest, decision and action. The purpose of building a sales funnel has four stages: awareness, interest, decision and action. The purpose of building a sales funnel has four stages: awareness, interest, decision and action.
Conversion rates are what marketers look at as it tells them whether their marketing efforts are paying off or not. Here are the e-commerce conversion rates by industry in 2019. To improve conversion rates and increase sales, businesses build sales funnels. Just as selling is not automatic, neither is building an effective sales funnel. If you know how
to do it, there are many online businesses which will be interested in working with you. As we utilize the internet for businesses have suffered from major cyber attacks. These are usually in the form of ransomware and phishing attacks. When your
systems are taken down by a virus or you're held hostage by an attacker demanding thousands of dollars before he allows you to access your company files, you could be staring at potential losses. But with attackers often being ahead of solution providers, there has been an increased need for businesses to take preventative action. This includes
setting up advanced firewalls and actively analyzing network traffic. These activities, and others necessary to keep the corporate network safe, require specialized skills. If you have such skills, you can expect a good pay. Source: Indeed Generally speaking, you need a good understanding of how these attacks happen, knowledge of the signs to look
out for and to have employees trained on how to stay safe. You'll also be responsible for developing security provider like Sophos to stay updated. Joining cybersecurity forums like Wilders Security Forums and MalwareTips will also be beneficial. It's
necessary to note that not all skills will work for everyone. In fact, some of the skills we've listed here might not be what you would prefer to get into. And that's fine. There are opportunities beyond these skills. A LinkedIn study reports that some of the top skills companies are looking for in 2020 include collaboration, persuasion, business analysis
and affiliate marketing. Source: LinkedIn There are many skills you can learn and they're all available online. In choosing which skill to learn, keep your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well to pick a skill which matches your personality in mind. You'll do well do well 
freelancing. Although it can feel scary at first, freelancing is arguably the best way to work and freedom to do the things you love. The freedom to do other things is invaluable. If you have a family and have wanted to spend more time at home, then freelancing
could be your solution. Family isn't the only reason to get into freelancing. Maybe you just want a more peaceful life. Or want to pursue other interests on the side and the 9-5 grind doesn't allow you to do this. Whatever the case, freelancing is an option you can choose for working and earning a good income, and it comes with the opportunity for
growth. It's estimated that by the year 2027, the majority of workers will be freelancers. Source: World Economic Forum Remote jobs are also becoming more common. These are shifting future work towards freelancing. Consider the below: 58% of non-freelancers working remotely are considering freelancing.
made them more productive 85% have seen the potential of freelancers quit their jobs to freelance Of these, 65% are
earning more as freelancers than they did during employment Of those earning more, 57% started earning more in less than 6 months If you want to future-proof your financial position and secure a comfortable lifestyle, freelancing is one of the easiest options to take. Freelancing is a great path to follow if you're aiming for financial freedom. The
barriers to entry are low and businesses are increasingly engaging freelancers instead of employing permanent staff. For that reason, many freelancing platforms have come up and more will probably come up in the future. The market is growing and there will definitely be a need for more diverse solutions. To get started with freelancing, you'll have
to register for an account with one or several freelancing platforms. When getting started, check out reviews of popular freelancing platforms then register in the ones which you think are the best. Look at how they work, how easy it is to land a job, the protections offered for freelancers from fraudsters and anything else that's a concern for you
Head over to the community section and read through a few questions and the answers provided to learn even more. Here are some freelancing platform with lots of resources to learn from Flexjobs - a platform that's great for remote and work from home jobs with exclusive research on
employers SolidGigs - platform promising the best clients who are hand-picked and delivered daily Fiverr - offers lots of jobs as clients with any budget are welcome to the platform for graphic designs - popular and respected platform for graph
management and project management. Freelancer.com - freelancer, you need a profile. This is what introduces you to potential clients and tells them what skills you have and what working with you is like. The most important part of your freelancer profile is
your skill set. That's what clients are looking for. However, the best business relationships are formed and sustained through more than hard skills alone. Take time to craft a powerful freelancer profile and allow your personality to show. This can especially be important when you're offering a service which touches on interactions with customers like
marketing. Ensure that your profile picture is professional, put on a smile and include any previous work experience which shows your ability to deliver on the job. You have skills and you want to make money. How much should you charge for the work you do? This is a big question and for many freelancers, pricing their services is a big challenge
What if you price your services high and scare off potential clients? What if you sell yourself short? Generally speaking, there are two factors which determine how much you price your services: your skill set and experience. If you have the
skills but lack experience, you'll have to prove yourself to a few clients before increasing your rates. In this case, you should start off at the average market price. If you don't have to prove yourself to a few clients before increasing your rates. In this case, you should have to start at the bottom. You should have to prove yourself to a few clients before increasing your rates. In this case, you should have to start at the bottom. You should have to prove yourself to a few clients before increasing your rates. In this case, you should have to prove yourself to a few clients before increasing your rates. In this case, you should start off at the average market price. If you don't have to prove yourself to a few clients before increasing your rates. In this case, you should have to prove yourself to a few clients before increasing your rates. In this case, you should start off at the average market price. If you don't have to prove yourself to a few clients before increasing your rates. In this case, you should have to prove yourself to a few clients before increasing your rates. In this case, you should have to prove yourself to a few clients before increasing your rates. In this case, you should have to prove yourself to a few clients before increasing your rates. In this case, you should have to prove yourself to a few clients before increasing your rates.
skilled. You should therefore aim at improving your skills so as to outshine the competition. Make sure you deliver quality work and build a good relationship with your clients. Their feedback will help you rise more quickly. With each satisfied client, increase your rates gradually. Once your freelancing business is thriving and clients are expressing
their joy in working with you, it's time to go higher. The positive feedback means that you're good at your work and it's only natural that you increase your earning potential. Freelancing shouldn't be static; there is indeed room for growth. Keeping with your vision of attaining real prosperity, increase your worth by becoming a consultant. As a
consultant, you can operate either alone or by forming an agency. With an agency, you'll form a company that offers the services you offered as a freelancer. You'll hire a team of employees or have a network of freelancers who will be available to work on the projects you secure. This is the entrepreneur's path. It is serious scaling and so you should
be prepared and willing to run a company. A good example of a freelance rowin. He is well known for his success as a freelance rowin. He is well known for his success as a freelance rowin. He is well known for his success as a freelance rowin. He is well known for his success as a freelance rowin.
amount that excited him enough to get out of bed. On top of that, he wanted the freedom to work from anywhere in the world, controlling his own schedule. The solution? Freelancing. Working exclusively on Upwork, Danny managed to cross the six-figure line in his second year of freelancing. This, despite having no formal training or experience in
copywriting. Source: Freelance To Win Succeeding as a freelancer is very possible. Step 4: Launch a High-End Blogging is the not-so-new business idea that many are still researching. With over 600 million blogs and counting, blogging is the not-so-new business idea that many are still researching.
money. In fact, for most people who start a blog, they do it because of the opportunity to make money. Making money from your blog is definitely possible. There are successful bloggers making over $100,000 per month. These are bloggers who have identified a money-making blog niche like personal finance or business. They've then gone ahead to
consistently provide helpful advice that attracts a spending audience. But to make serious amounts of money, you should focus on the highest-spending power. The luxury-seeking audience is one that not only has money but is also
willing to spend it lavishly and is actively looking for ways to spend in luxury purchases and experiences. This is the best audience to monetize because with them, pricing isn't an issue—as long as you keep it high. It's important to understand that luxury is all about exclusivity. That means that words like "affordable" and "free," or prices that imply
affordability will send your target customers running in the opposite direction. The luxury market consists of three main things: luxury experiences and luxury goods. Here is some insight into the US luxury market in 2020: Revenue from luxury goods amounts to over $65 billion The largest segment is luxury fashion with revenue of over
$24 billion The luxury market is expected to grow annually by 4.6% (CAGR 2020-2025) You can choose which luxury segment to get into. What you need above all is a taste of luxury in your lifestyle and words—written or spoken. You should also familiarize yourself with the segment you choose and know the brands and products involved. Selling to
high-end customers is very different from selling to average customers. In fact, it can be so different that it feels counter-intuitive. The key to selling in the luxury Strategy: Break the Rules of Marketing to an audience that demands exclusivity. In the book The Luxury Strategy: Break the Rules of Marketing to average customers. In fact, it can be so different that it feels counter-intuitive. The key to selling in the luxury Brands, authors Jean-Noë.
Kapferer and Vincent Bastien detail how building a luxury brand requires taking a completely different route from the one taken by conventional marketers. In an article on Entrepreneur, Vincent Bastien, from his own experience with Louis Vuitton, discusses a strategy he calls the luxury strategy. He writes about this strategy and shows how it's the
most effective in marketing to a luxury clientele. The luxury strategy is one which aims at creating the highest brand value and pricing power by using intangible elements which include heritage, craftsmanship, man-made, time and country of origin. If you're a keen observer of how luxury brands market their products and experiences, you'll realize
they leverage such elements. If you want to learn how to target, reach and successfully sell to this niche market, get the book The Luxury Strategy: Break the Rules of high-end blogs targeting the luxury market. The majority of them focus on the luxury goods
market segment where products like apparel and jewelry are sold. The luxury market is not saturated and so you can easily start your own blog and still get a share of the income. All the same, taking a different route might be better. Take for instance Carmen Edelson, a full-time luxury travel influencer. With a love of travel and photography and
wanting her children to learn firsthand about other countries and cultures, she launched Carmen's Luxury Travel in 2013. How does Carmen make money? It's definitely important that you make money blogging. For Carmen, this happens through various ways including brand ambassadorships, influencer marketing, luxury consultancy and media
partnerships. Online stores are an easy business to start and flourish in. You only need a computer, an internet connection and the product slike Amazon does. Shifting from the traditional brick and mortar store to an online store has been the trend
for many retailers. If you need evidence that business is going online, then use these retailers as proof. According to forecasts by Statista, by the year 2024, the e-commerce market will have revenues worth more than $3 Trillion. Online shopping is growing in popularity mainly because of the convenience it offers to customers. If customers can shop
from the comfort of their homes and get the goods delivered, it's a plus for them. It's also a win for businesses, at least those which embrace the trend fast enough. The biggest advantage comes in cost-cutting—no need for a physical store in every city—and the ability to better understand customer interests and shopping behaviors through
technology. With the barriers to entry being lowered due to the existence of e-commerce platforms, creating and managing an online shop has never been easier. You can easily start and run your own profitable e-store. The best platform to use is Shopify. Shopify gives you full access to the HTML and CSS of your store so you can customize your store.
as you like, is mobile-ready, comes with a blog, automatically adds shipping rates from carriers like UPS and FedEx and gives you so much more. There are online stores for virtually any product imaginable. There are stores selling pretty much everything like Amazon and others specializing in niches like bodybuilding supplements. It's easy to decide
to go the Amazon route so as to net as many customers as possible. But that may not be the best way. Because of the competition, it might take you a longer time to differentiate your store enough and start making good money. What do you do then? Focus on a niche market. A niche market. You'll go through less hit-and-miss, which translates to
reduced costs and the customers you hit will be more likely to convert and become loyal. The best niches are the ones in which the target customer has a high income and is willing to spend. This is the combination of factors that will guarantee you a high income and is willing to spend. This is the combination of factors that will guarantee you a high income and is willing to spend. This is the combination of factors that will guarantee you a high income and is willing to spend. The best niches are the ones in which the target customer has a high income and is willing to spend. The best niches are the ones in which the target customer has a high income and is willing to spend.
by. One good example though is Leesa. David Wolfe, the co-founder of Leesa decided to build an e-commerce site but later on realized that an e-commerce platform would be a better option. Leesa sells luxury mattresses to a high-paying audience and sells them directly to their customers. David opted for the Shopify Plus package because of its
powerful features. In their first month, they made $800,000 from sales. In their first 12 months, they had made $30 million. Online courses have been increasing in popularity because of their affordability and the flexibility they provide. More and more people are choosing online courses over traditional college education. As a result, the online
courses market is growing. Okay, there's a market for online courses. But how profitable is it to the individual expert like you? Teachable, the platform we recommend for hosting your online courses. But how profitable is it to the individual expert like you? Teachable, the platform we recommend for hosting your online courses on the platform
Source: Teachable How did they do that? Well, it all starts with an expert in? To be clear, being an expert doesn't mean having been recognized by big organizations in an industry or being mentioned in mainstream media news. Sure, that would give you massive credibility and lots of attention—and you'll hopefully get
there. But that should not be your working definition of being an expert. Being an expert simply means having knowledge of something to learn from you, don't worry. As long as you're knowledgeable or skilled in an area, there's someone out
there who needs the knowledge. Just do an internet search of the subject you're an expert in. If there are results on the subject, it means that people want to know more about it. If you have the skills and maybe experience in the subject, it means that people want to know more about it. If you have the skills and maybe experience in the subject, it means that people want to know more about it. If you have the skills and maybe experience in the subject, it means that people want to know more about it. If you have the skills and maybe experience in the subject, it means that people want to know more about it. If you have the skills and maybe experience in the subject, it means that people want to know more about it. If you have the skills and maybe experience in the subject, it means that people want to know more about it.
most important thing is knowledge and you already have that. Everything else is readily available on the internet. Let's look at how to go about this. Some years ago, creating your online course would have meant overcoming very many challenges. Many of those challenges would have something to do with money and the cost itself would probably
outline. This will increase the quality of your course and increase the chances that your material will be easy to follow, understand and remember. This is important for the sake of delivering value and getting positive feedback from your students. Pro Tip: To add more value to your online course, include cheat sheets, checklists and other material
which will make it easy for your students to succeed in practicing what you teach them. Also create a Facebook group accessible only to your students and check in routinely for Q&As. Once you've recorded and edited your video lessons, it's time to publish them online. And in case you're thinking of creating a website to host your e-course, there's no
need for that. If you were to host your e-course on your own website, the costs involved would quickly become a source of stress and frustrations. To host your e-course yourself, you would need a different kind of website. You'll actually need to create not a normal website but an online system. This is because with a course and students taking it, what
you have is actually a school. Can you afford building the kind of system required to host an online school? If you were to do that, when would you start making money from such an investment? There are platforms built specifically for the purpose of hosting online courses. They have created the kind of system that enables multiple schools to run at
 the same time. You have the ability to check on students, see their progress and do much the same things the traditional teacher would. The best such platform and our top recommendation is Teachable, with third-party tools and even build
teams with each member having different permissions. Another great e-course platforms, what each one offers and how to choose the right fit for your needs, read our comparison of the top online courses platforms. It's time to create a website. As much as your course is hosted
on Teachable or whichever platform you choose, you need your own website for marketing purposes. From your there are very many out there and choosing the best can be tricky, especially if you don't know what to look for.
That's why we wrote a guide on how to choose the right web host. In case you want a guick answer, then know that after considering all factors, Bluehost is the best option. Sign up with them for a WordPress website and start building an audience. Creating your website is just the first step in marketing your course. There are at least three things you
need to do to attract potential students, convince them to take the course and keep making money. 1. Run a Blog When creating a website, make sure your website includes a blog. A blog enables you to post articles through which you show your expertise in the subject. This is important because you have to prove that you know your stuff. With the
blog. provide information that is relevant, valuable and practical. Your blog visitors need to get value from your free resources (blog articles) in order to be convinced that they'll benefit from the extra value available through the courses you offer. In running your blog, include SEO in your strategy. Since learning everything about SEO could take time,
start by perfecting your use of keywords. For success with keywords, use SEMrush for your keyword research tool, it has over 40 advanced tools to help with all your online marketing needs. Since your course is new on the internet, you need to go shopping for students. And
the best place to do this shopping is on social media. Now you might wonder, where do you even start? Considering all the social media platforms which exist, some you probably don't even use, this is a valid guestion. You don't need to make a wild guestion which platform to focus on in your marketing efforts. All you need to do is check the
demographics of those platforms to find out where your potential students are. Wherever your target customers are, you should also be there. Source: Hootsuite It's very likely that you'll have to be active on at least two or three different platforms so as to have effective reach. Facebook will probably be among the ones you choose to be on. As the
biggest social media platform, chances are very high that many of your prospects are active on the platform. That makes Facebook statistics to learn whether you'll have to market on Facebook. In case you're targeting a younger audience, then you'll have to learn how to market on
Instagram. Just work on knowing your customer well. This might require you to create a detailed customer avatar. Once you know what kind of customers you're looking to sell your course to, it will be easy locating them based on the demographics of the users of different social media platforms. Email marketing is a powerful tool which many tend to
overlook in favor of social media marketing. What they however fail to understand is that although you can have a bigger social media following, your email subscribers are more loyal and likely to convert. For all your marketing efforts, the most important metric to measure is the Return on Investment. Considering the low costs involved and the high
open and click-through rates of emails, email marketing will give you a higher ROI compared to social media marketing is more effective. As the debate rages though, some marketers are continuing to reap the benefits of email marketing. Source:
Source: GetResponse To be successful with email marketing, you'll need to use an email marketing you not just with emailing your subscribers but also with collecting email addresses. It helps you do this by enabling you to create landing pages. Moreover, it's smart enough to differentiate between your blog
visitors based on their interaction with your content. This means you'll send your subscribers relevant marketing emails, the kind that will likely convert. To remain on top of things and remain the top expert in your field, ensure you keep learning and researching your industry. Improve your own skill set and build relationships with both clients and
other teachers in your field. One of the best-known successes in the online courses circles is Rob Percival. Rob is a coding genius who moved from teaching in that niche for about 7 years, he decided to teach others how to code. His courses are highly-
rated on Udemy and over 750,000 students have taken them. He priced his original course on coding and web development at $199 and made $200,000 in the first month. See the potential? As long as you're good at what you do, you can make
money by helping others become as good as you are. Can you organize events, prepare programs and conduct great interviews? Then maybe you should be running webinars. Office meetings are now being held online. Everything is indeed
shifting to the internet. The beauty of running online events is that they have very few costs attached and that means you can quickly get started. Many individual influencers and businesses have embraced webinars and they're becoming a big part of doing business online. Source: MegaMeeting The technology in place to help you host online events
is also easy to use. No technical knowledge needed; just you, your audience and the content you want to share. With webinars, you can make them free or charge for them. If you're just getting started running webinars and are completely new to the business, then you'll need to first learn how to build an audience. From there, look up some
influencers and request for some form of partnership or assistance. You can even offer to create free content for them. Creators are always looking for content to
event organizers of high-end events and request for speaking opportunities. This can open up real opportunities for you've made a name for you've made and request for speaking opportunities. This can open up real opportunities for you in the future. Just ensure you've made a name for you've made and request for speaking opportunities.
organize an event with influencers in your niche. Send out emails to your subscribers and share posters of the event on social media. Make use of ads on social media to increase awareness. Also request your event co-hosts to advertise the event to their audiences. The more attendees you can get, the more money you can make. Keep in mind that
you'll be sharing the spoils with your co-hosts. You have to appreciate them for their time and contribution to the success of the event. We've said that there's technology to help you with webinars and all your online events needs. So which are the best tools for the trade? There are actually many tools out there which you can pick from and they all
come with different features. Our top recommendation is WebinarJam. There's a lot to like about WebinarJam. Here are a few of their great features: Host a roundtable of up to 6 experts Interact with attendees through chats and Q&As Automated Session recording Invite attendees to make presentations Schedule or hold recurring series of webinars
Another option, which is actually our number 2 recommendation, is Demio. You can learn more about running a webinar by reading our best webinar platforms guide. The best-known host of virtual events is Navid Moazzez. Apart from being a highly-successful virtual event host, he's also a full-time lifestyle entrepreneur. Having moved from
podcasting and now focusing on online summits, Navid has a lot to show for his expertise. He has seen big growth both in his email subscribers and income levels. In one of his summits, he managed to get over 26,000 new email subscribers and income levels. In one of his summits, he managed to get over 26,000 new email subscribers and income levels.
didn't stop at that. With his online course at hand, he introduced his email subscribers to it and made, together with some affiliate earnings, an additional $700,000. Helpful Prosperity, you also need to change your language. You can't be speaking self-defeating words and expect to have
a victorious life. Your words have power. The same way you can build someone up or destroy them using your words, the same can happen depending on what you speak about yourself. So why not align your words, the same can happen depending on what you speak about yourself. So why not align your words, the same can happen depending on what you speak about yourself. So why not align your words, the same can happen depending on what you speak about yourself. So why not align your words, the same can happen depending on what you speak about yourself.
make any significant effort towards realizing your dreams. Don't allow yourself to think that a good life is too good for you. Are others better than you? Are they more human than you? Obviously no. You're just as valuable as others. If others can enjoy prosperity, so can you. And you should. Did you know that a heart of gratitude is necessary for
achieving and enjoying prosperity? Do not constantly complain about the things which are not aligned with your dreams. The more you focus on them the worse things get because you're spending your energy on the wrong things. Instead be grateful. Be glad that you're endowed with the ability to make a difference in your own life and soon enough,
in that of others too. Decide today to drop wrong thinking patterns. Thoughts like how impossible or difficult life is, how difficult picking up good habits is or how it's taking you too long to experience change are thoughts you should not allow to rule your mind. Wrong mindsets are limiting. If you allow them to run your mind they will run your life.
You'll soon start seeing the imaginations become true in your physical life. Practice resisting thoughts. Any time they show up in your mind, just take them down and replace them with the right thoughts. Your past should not—and does not—determine your future, unless you allow it to. No matter what you've gone through in your
past, you should not believe that the past shows what your life is supposed to be like. Whether you were born poor or made the wrong choices and ended up being poor, that's about to change your life and so it's time you imagined a better life and work towards it. If your past is to play a role in your journey towards
prosperity, it should help you learn what to avoid. Learn from your past but don't regret it. Mistakes should help you down. Now that you've decided you want to live a prosperous life, will you do what it takes to achieve your goal? It's very easy, especially when starting to implement change, for you to feel that everything is
working against you. If you're not determined, this feeling can cause you to make all sorts of excuses. But you must rise up above the obstacles. Accept the fact that change doesn't happen overnight and encourage yourself to pursue what you believe you can achieve. Making money requires skills. These are the skills you need to put to work in some
entrepreneurial form to make money and grow your income. If the lack of skills is what is holding you back, do you believe that you can learn them and achieve prosperity? Believe in your ability to learn and practice what you're learning. Read the free resources on the internet or take online courses to learn the high-income skills of your choice. Find
a client to work for, even if at a low pay at the beginning, and gain the experience you need to start charging more for your family members
and friends believe you can become successful? If they don't, don't allow them to hold you back. Ignore any negative speak from them and keep pushing. Are circumstances telling you that you can't break through? You can. Believe it and you will break through. Keep success in mind and keep moving towards it. You'll soon start seeing it working out.
Prosperity is a lifestyle you have to live in. It's a differently, and acting differently, speaking differentl
things differently. Just look at how the prosperous think and talk and embrace that. Everything in your life must align to make success a reality. Prosperity is not a destination but a journey and you need to see it that way. If you think that success is defined by being a billionaire, then you'll have to wait till then to experience joy and satisfaction in your
life. That is not practical at all and it can only lead to frustration. Understand that prosperity is marked by continued growth and constant improvements. If you used to have only one meal per day and after increasing your income you start having two meals, that's a form of prosperity. It's proof that you have more abundance than you used to. Focus
on gradually improving your life and before you know it, you'll be shifting to a different neighborhood, buying a new car and experiencing the comfort or luxury you could only dream of. Have you realized that this knowledge has empowered you to see new possibilities and believe in yourself more? That's because knowledge gives you power. You have
the power to decide what your life will be like. You have the power to make decisions which align with your definition of prosperity. You have the power to decide when to work and when to do other things like visiting friends. This is called living life on your own terms. Embrace this life and do not allow anyone or anything to rob you of it. For a long
time you've watched and heard about people living in prosperity and desired the same. Going by your current situation, you probably thought it was a long shot which you couldn't take. Well, you can. And it's not too late to go for it. Attaining prosperity and living an abundant life start in the mind, not in the big mansion by the beach. If you can get
yourself to start thinking differently, despite your current circumstances, then you'll be on your way to living your dreams. Are you ready for it? Stop wishing and start acting. Learn one or two high-income skills with which you can start an online business. Use email and social media to market and grow your startup and network with other
entrepreneurs to learn from them as you also share from your experience. Was This Article Helpful? 3P sustainability chart of people, planet and Profit (also known as the 3Ps, TBL or 3BL). Up to today it is still gaining popularity and it has
become part of everyday business language. All reason to be satisfied, one would think. However, despite its increasing popularity, Elkington has "recalled" the 3BL last year in a short article in Harvard Business Review. The reason, so we can extract from his comments, is the rhetorical misuse of the framework as an accounting and reporting tool,
while profit still remains center stage. In the article, Elkington wants to "recall" the 3BL framework in the same way as products are sometimes recalled when something is wrong with them so that they could harm people. He doesn't recall the 3BL because he thinks that focusing on social, environmental and economic impact is not important
```

anymore. On the contrary, it is exactly because these are so important that he suggests the recall. The main problem Elkington sees is that the 3BL has been reduced to an accounting and reporting tool, smartly used by business to show how great they are. As he explains, "Together with its subsequent variants, the TBL concept has been captured and diluted by accountants and reporting consultants." He also doesn't recall the 3BL because it has not made an impact. Again on the contrary, it is exactly because of the large impact it has that Elkington does the recall. As Elkington remarks, "if we reverse engineer today's sustainability agenda, it is clear that a powerful element of its genetic code

has been the Triple Bottom Line." And indeed we can observe that the 3BL has been a source of inspiration for many accounting and reporting framework focusing investors and financial analysts on Environmental, Social and Governance factors) and the Trucost