

Challenges in having your own business,
in real life

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Jasmin Hajro



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Jasmin Hajro

The crazy and exciting life
and experiences of being a business owner
or entrepreneur

+

Book Victory : my lifestory

&

Bonus book The Recipe for Happiness

The bio of author Jasmin Hajro, nice to meet you



Hello dear reader, how are you ?
Thank you for buying my book

My name is Jasmin Hajro,
I was born on July 6, 1985 in Bosnia.
As refugees, we came to the Netherlands 21 years ago.
After having completed school & worked at several jobs ...

On 17 December 2012, I founded my first company: investment firm Jasko.
After a successful first year, I unfortunately had to close that company. After a short
period of rest, unemployment and temporary work. I started again as an
entrepreneur.

On September 1, 2015, I founded establishment Hajro.

(We say establishment instead of company,

because we do a bit more than just sell stuff.
Like providing jobs,
donating to 5 different charities,
and helping people to live richer.)

Since the beginning the core activity of the company is,
selling sets of greeting cards, door to door.
Nowadays the product range has been expanded.

With, among other things, the selling of my 51 books.

For more information about my company
go to my website : www.hajro.eu
or www.hajro-international.webnode.nl

For my author website, visit :
www.jasminhajro.com
or go to www.lulu.com/spotlight/jasminhajro

Challenges in having your own business, in real life

I haven't worked and saved for it for 10 years...
So there was no funding...
I didn't get a loan from the bank...
So there was no funding...

I just got an opportunity to sell greetingcards
for a foundation...
And after that I started my own company
and kept on selling greetingcards...
By now
it's a private company,
called Hajro International bv
you can find it at www.hajro.eu
it has stocks
And I have designed my own greetingcards
that I sell, which are unique
because only we have them.

I've been thru some shit...
I never could have expected...
Maybe because we are refugees from a war,
that I cope a bit better
and bounce back faster
than the average man of woman..

I talk from real life experience...
This is my second business..
I haven't earned much from my first..

Now with my 2nd I still struggle
but it's normal..

Like Brian Tracy says :
"It takes 7 years to start and build a successfull business"

So in my best month I earned E 662,- euros
selling greetingcards, pens, mugs and books and ebooks
in december 2019

I do about everything myself,
except that I have a few deliverers who deliver our flyers
to people's mailboxes.

Thanks to my mother
who pays rent and food
I have time to build my successfull business
Even though now the time has arrived for me
to move out of the house.

I am probably autistic,
I camouflage it
like some other autistic people do,
to better cope in society.
There a quite a few benefits to it.

hey hallo
this is Jasmin Hajro
from the establishment Hajro
here in Doetinchem
the Netherlands.

And like I said
I'm going to make some more videos.
To practise my speaking skill a little bit
and while I do that
I will also share some things with you.

I've thought a bit about it...
If I was to give a talk or speech in the future..
then it would probably be about
maybe 3 or 4 things..
It could be about sharing my story..
It could be about writing, being an author..
It could be about selling, working in sales..
And it could be about
being an business owner or an entrepreneur..
And well perhaps
perhaps about finance
Because I've studied finance and have experience with it..
with saving and investing..

I had my first company in 2012
where I invested money from myself and clients..
Which could also be material for a talk or a speech.

And in this book I am not really sure about this subject.
I got an email from a guy..
It was about the difference between perception and reality..
About sharing also the things that aren't that great..
Because in life things happen ,you know...
It's about not only sharing the good stuff and the good times.
Because if you only share the good things,
people will have a one dimensional image
and doubt you..
because life has a positive side and a negative sides
coexisting at the same time.
I know that of course...
I was just wondering..
who the hell wants to know those things..

In life you have a positive side and a negative side

and those sides are also in having your own business
like I do.

That I started more than 4 years ago..
Mostly we only share the good things with people..
that might be a bit onedimensional
or however you want to call it.

But maybe it could be helpfull
to share both sides
Because the people, the public
they're not stupid ofcourse
They know that life has a good and a bad side
and life in business has that too
But like I said who wants to know
all the things that didn't work

But maybe just maybe
it could be helpfull to share
both sides..
so people can better relate
with my work and our cause..

And maybe some startups
can get some value from this
to avoid some mistakes
and safe themselves some time..
So as I am wondering if it has any use to share this
I will share it anyway
and we'll see if people will feel more connected with establishment Hajro
and me..
"Cause the people...the public also have their challenges
dealing with the negative side of life..

So I can perhaps best start at the beginning...
Before september 2015
that summer I
had found work...
I did some temporary work
that I got from this agency..
It was emptying those truck that transport goods
In this case it was peanuts and all kinds of nuts..
They come from abroad full of boxes of peanuts
and we have to get everything out of the truck
Heavy hard manual labor
And I had to start really early
begin working at 6 o'clock in the morning..

Obviously I didn't like it

showed up a bit late a few times
and eventually didn't show up anymore
because it was making me unhappy and miserable..

Then I couldn't find work anymore
Every year at our home we would shift from energy/utility supplier
because it was cheaper or you get a present as a new customer...
I thought I could do that also for other people because I believe in it.
To start doing the kind of work that my sister is doing for years.

From her I got an opportunity to sell greetingcards
on behalf of a foundation..
And that would also be good training to learn to work as
a energy advisor in door to door sales.
Because the sales systems are the same
wether you sell a product or service door tot door.
And I was very happy and gratefull
with that opportunity
Because you know how it is
this insecurity you know..
Applying for work and you don't hear anything..
while every month your living expenses must be paid.

So when I got this opportunity to sell greetingcards
I was very happy with that.
I could now earn everyday
also on Saturday and Sunday
The excersise the walking around..
outside in the fresh air
is also good for me.
And everyday meeting different people
so it never gets boring.
That was also a great thing about it
Because most of the jobs I had in the past..
were very repetitive
it gets boring and you start to hate to do it..

So I went out..
I got some sales training and I went out
selling the greetingcards..
Like I said
I had the pitch
that's how they call it
The presentation
which you say when you're at the door with a prospect.
I took the pitch with me on a piece of paper so If I would forget what to say..
I could take a peek at the paper.
I thought to myself

what the hell can happen ?
Someone can slam the door in your face
and that's about it.

So I went out
and I called on some doors
and I eventually made my first sale and then another
and another..

Eventually I started to like it a lot...

People were very friendly
and they wanted to help out this foundation
by buying a set of greetingcards.

Then the people of whom that foundation was ..
they separated ...
they also had their own business..

they separated..

And I found out that the guy hadn't payed the notary
so the foundation wasn't passed to the Chamber of Commerce
and the website sometimes didn't work...

And it made me look bad,
because I was selling to the people in my neighbourhood.

I didn't feel good about it because of these issues.

So then, with the money that I earned selling...

I went to the notary and started my own foundation
called Foundation Giveth Life.

It helps special cases

I hoped to give away groceries and money to the people in need.

I also made a website for it.

Because the selling of greetingcards
was training for work as a energy advisor

I went to the Chamber of commerce
and started my own company
called Hajro

that sells the service of shifting consumers to other suppliers
of gas and electricity...

Then the police came a couple of times
because I was selling on behalf of a charity
and in our country there are rules for that..

Like if you are going door to door to sell for a charity
you have to get a permit and you can only do that 2 weeks
a year in every township.

They made those rules to avoid people getting scammed..

To get rid of this issue
I decided to keep on selling my greetingcards
on behalf of my company Hajro
and to be different from all the other
greetingcard webshops...
I decided to donate part of my profits
to 20 charities..
Ofcourse to foundation Giveth Life but also to others
For example to a charity that helps people who have cancer...

It is now 24 March 2020
01: 58 hours
that I am writing this..

I just had to fill out a form and send it to the Chamber of Commerce
that another activity was added to my company..

A while after that I got a weird letter from the Chamber of Commerce..
saying something like..
that I didn't own my own company...
I called them and I got a letter back
from them apologizing..

Maybe it was a mistake..
or someone
was trying to do a bit of fraud...

There you have a negative thing..
I just had started my company
for a little while...

When I started selling greetingcards
on behalf of my company and no more for a charity
my sales declined
it seems...

Here in the Netherlands
there is a internetbased store that is very big and known
nationally well known
something similar to your Amazon
it's called Bol.com
it's a store like Amazon with a lot of products
and is very succesfull
I was a bit inspired by them..
I also wanted to have a great store for my company
on the internet...

So I got busy
making all kinds of sets of greetingcards
and offers....
Greetingcards for marriage and new job and new home...
And a big set of 10 greetingcards
for people who can spend more..
And I added more products on it to increase my profits..

I had my company website made myself
on the websitebuilder
of Vistaprint...and made a online store out of my company..

Then after some time...
My store was having al kinds of stuff
like sets for in the bathroom..
pens, a calculator and a subscription service
to receive some greetingcards every month...
And also some clothing with the Hajro logo on it...

And eventually also some laptops from
China I believe...
It was becoming a little store...

Maybe I was overworked or something..

but I didn't make the payment to
the website provider
and when my website was offline
someone bought the webadres
of my company's website
which was www.hajro.nl

Which was like really...fucked...
it really pissed me off..
what the hell do you want with it
when you don't have a comapany called like that ?

That domain name was on all my business cards
on all our marketing..even on the back of my first 2 books...

That was really frustrating...

Then I could get that webaddress back
Someone had bought it
and put it on sale..
it seems some tried to make a profit on me
while causing me problems and frustration...
Having my web store almost finished and so on...

I thought well

I thought fuck you
and fuck the website
and fuck the whole thing..
That is what I honesty thought

And then I just...thought
I don't need it
and you can keep it
And I will make myself a new one...
and that's what I did..

Loosing unnecessay time ...

I made a temporary website
so that our customers could find us online...

Then I cmpared those website providers...
and choose one
and again made our company website
on www.hajrobv.nl

It was frustrating

what the hell was I going to do with thousands of flyers and business cards
that became almost useless...

And what about all the people that I visited and all our customers
that only knew that old website...?

If they would visit it again and it was gone...
it was frustrating
it costed me unnecessarily a lot of time...
to build another website..
do it all over again...

I also had to change the websaddress on the back of my books...

But like they say :
things happen
and that happened...

But eventually I redid the work again...
I didn't toss away the old flyer
we distributed it anyway
together with the new one that I made...

After that I kept on working...
I kept on selling greetingcards...
Our new website
didn't had that many webpages like the previous one...

Couldn't reproduce all the offers again...I couldn't remember eerything that I had
made...

That was also one of those things...

Then there was that one time
that somone stole some of the greetingcards...
In some parts of the city people would say
one of your collegues has already been here..
But I know for sure I haven't been there...
It was someone else..I had no coworkers at that time.

I didn't know for sure how many greetingcards went missing..
cause I was getting tired...

There was also this struggle going on..
in some weeks I earned more and in some weeks I earned less..
this financial tension...

But that was my fault..

I just had to do 1 thing...
Go out and sell
go out and talk to people...

Follow the sales systems
that always work ...

But no
I wanted
and I had to create a great store...

which costed a lot of time
and didn't get any orders...

Before it went gone
with the domain name...

Even though it was like that
fatigueing and frustrating
I just kept on going....

Then some weird things started happening..
About 8 months ago...or so
But before there was also some other stuff...

They have like a social welfare for business owners...
Because in the first years of your business you will earn less
than in the last job you had.
So they have this arrangement...
I aplied and didn't get it...
No help...

They guy that came to check my company out didn't believe
it had potential to become successfull

But I just decided :
I'm gonnan show em

And that's what your mindset should be...

Instead of dwelling on the negative stuff that will
inevitably happen...
You let it fuel you..
You let the shit light your fire..
To work harder ,to work smarter
to show them
that You Can

That's how you should deal with it I think..

Then there were thieves that were stealing my tabacco all the time ...
And bad guys that gave me heroine...
because I was feeling exhausted but now from work
and I had little holes in my finger tips...

I reported it to the police...

That's what happens in real life...
People trying to steal from you and destroy you
for the fun
appearantly
because I didn't have a lot of money
and hadn't harmed anyone either...

I also got punched and taserd...
No compensation for the delays and damage...

But I always kept on going...
And I keep on going...

If you are a business owner or entrepreneur
I expect you to always keep moving forward.
No matter what kinds of shit happen...
Just keep moving forward.

In the summer of 2019
someone stabbed something in my brain...
I have a little cut above my right eye..
I don't feel the same anymore...

No one payed any damage compensation...

Just don't feel the same anymore...

Maybe everything will take a little bit longer now..

But I keep on going...
It's my passion
it's my life

As a presentation you can watch the video
about this book..
That I had recorded even before I wrote this book
You can find it on Youtube.com
called :
Challenges in having your own business, in real life
by Jasmin Hajro

By now ,22 may 2022

I don't know if anyone gave me heroine,
I have a mental disability, hallucinations
it gave me a lot of stress, pressure, aranoia ,anxiety and so on
maybe it was just in my paranoid imagination,
but it seemed and felt real.
But that doesn't explain the holes in my fingertips.
All the other stuff did happen
Since 2 years ago I have gotten medicine for my mental disability,
it helps a lot.

In april 2022,
I earned 1700,- euro with my business,
making it iable and successful..
Persistence is the key to success

I also got a little present for you....
On the following pages you can read book Victory
the first part of my life story
Enjoy

book Victory

Hello again...

I am Jasmin Hajro,
and you just have read a few things about me
in my bio.

But you have bought this book because you
want to know the whole story.

My life story

I called it Victory,
because I have overcome a few things.

I am 32 years old and live in Doetinchem,
in the Netherlands.

I work as a salesman
on behalf of Hajro.

I sell sets of greeting cards,
gift mugs and booklets.

Part of the proceeds go to more than 5 Charities.

You can find everything about establishment Hajro at

www.hajro.eu

or www.hajro-international.webnode.nl

I now live in the Netherlands.

But on 6 July 1985 I was born in Sarajevo,
in Bosnia.

When I was a young child, we lived in Gora.
That is a village in Bosnia.
It is on a mountain.
A mountain village.

The view is great,
lots of nature.
Clean, fresh air.

I remember it as a happy time.

The house we lived in
was a kind of 2 houses under 1 roof.
Aunt Rahima had lived in the other part.
Until her own house was built.

My parents both worked,
and I went to Biba,
an elderly woman in the village,
that was my babysitter.

I remember she had an old-fashioned stove,
which worked on firewood.
And we placed unripe walnuts
behind the stove, to ripe.

Under our house,

you had a steep part of soil,
and below that a flat piece of land.

On that flat piece of land,
we grew vegetables,
potatoes and very small tomatoes.
There were also pear trees and walnut trees growing there.

My mother worked at Tas,
an automobile factory,
where they made or processed
small car parts.

I do not remember anymore
what kind of work my father did then ...
You notice that it has been a very long time ago.
I was always very happy to see him,
when he came home.
And I asked once if he could work 2 days a week,
and be free 5 days a week.

My uncle Ibro lived close to us,
with Aunt Sevda and my nieces :
Sanela and Amela.
They had a red swing.
I have been swinging on it and went
as high as possible,
Until I got a kind of butterflies in my stomach feeling,
from excitement.

I do not know how to exactly describe that feeling.

With my cousins I did play games such as hide & seek.

I once wrestled with my father
and then I ended up falling weird on my wrist,
it hurt.

Then Dad said: hajmo kod Ibre rostiljat

Let's go barbequing at Uncle Ibro.

I went to the mosque,
and learned prayers
and how to pray. (the rayers are in Arabic)

I asked the hodza
that's a kind of reverend,
how you can know if someone is lying.
He said you can see it on the forehead.
That it turns a little red.

It is very peaceful in the mosque,
I still see it that way.

Although it has been a while since I visited one.

It is now March 27, 2018,
00:44 hours at night.

I'm getting out of bed in the mornings, late again....

I wake up at 9 or 10 in the morning
from the alarm clock.

I then switch off the alarm.

And fall asleep again.

When I wake up again afterwards it is already noon.

I had sleeping pills a few weeks ago,
for 2 weeks..

It went well

I started going to bed earlier,
and getting up earlier. Before noon.

Maybe it is a strange time, in the middle of the night
to write a book.

But I thought that once, I just had to start writing it.

When I was playing at Chess Club Doetinchem,

I said to Frans that I wanted to write a book
about my life.

That could have been in 2009.

Biba, the woman who looked after me when my parents worked,
was also the babysitter of an orphan.

I do not remember what his name was.

But we went to the mosque together.

There he farted ...

And we were both thrown out.

My father drove a Fico,
that is like a kind of old model Fiat 500 car.
If we drove to Grandpa and Grandma,
I could sit on Dad lap
behind the wheel.
Happy days...

The first time I saw snow,
I walked outside in my pajamas.
I was completely stunned to look at it.
Amazing.
It must have been cold outside.
The winters in Bosnia are colder than here.

I still love it
to look outside
when it snows.
Everything seems so peaceful then.

I was 6 years old when I went to school for the first time.

When my sister, Emina was born and I saw her for the first time, she looked tinted.
And I thought she was not my sister.

My father once had in an angry mood,
thrown the TV out of the window.
I have around my twentieth year

done the same thing once.

The war had started
between Bosnia and Serbia.

We had moved
because the enemies came too close.
We have moved a number of times.

My father had to fight for Bosnia,
in the battlefield. And was not always with us.

We left the village
and we were in an abandoned house.
I do not remember what that place is called.
We have harvested grain,
and grown potatoes.
We took care of the cow of uncle Ibro,
Galava.

You could hear the shooting from a distance.
A house near the one where we were in, was blown up.
We left that place in the evening.

A previous hotel became at that time
a shelter for refugees.
We spent a while there,
and got food packages.
I also fell on the stairs there
with a bottle of milk,
and had a cut on my wrist.

It is been stitched and the scar
looks like a cross.
You can still see it,
on my left hand.

My father was not with us
in that shelter.

I remember that we were waiting one time,
with lots of people,
probably for those foodpackets.
It was so oppressive ...I felt like I was choking.

My aunt Rahima had already fled to the Netherlands,
and they arranged that we could go there too.

I remember that I had to hold my sister's hand
and was not allowed to let go. When we were with the cow
walking through the forest.
I do not know how long we have walked.

My father stayed behind at a border.
And said to mom
prepare today for tomorrow &
prepare tomorrow for the day after tomorrow

We had help from a woman in Croatia...

Eventually we were awaited somewhere

by Aunt Rahima.

We signed in as refugees.

And went to an asylum seekers center,
a period of time in Alkmaar ..in the Netherlands..
And a period of time in Kampen near Dronten.

There, I watched Lion King for the first time and
almost had to cry,
because I missed my father.

We went to school and learned Dutch.

After the asylum seekers' centers we got a Roahuis
in Doetinchem,
on the Leliestraat. (lilystreet)
(a Roa house meant that we had a house and
the government paid the costs for living,
if I remember correctly)

After 5 years we received the Dutch nationality.

It was a red apartmentbuilding on the Leliestraat,
where we lived.

We got to know Zihra,
who lived in the blue building.
Also from Yugoslavia.

There were 3 brothers in our red flat,
a few houses further.
One of them had hanged himself.

My father came to the Netherlands wounded.
We had those piggy banks,
in which we saved money.
So that dad could come to us.

It would be like before,
our family together

I played a fighting game with Dad on the Nintendo.
And he made baked eggs in the morning.
Very tasty.

The reunification did not last long.

My father left us.
My parents then divorced.

We got a rental house in Doetinchem,
at the Ottawastreet 19.

We are still living there now.

Although mom now has a boyfriend,
and is with him in the weekends.

And my sister Emina,
is now very pregnant.

I will be an uncle,
in a few weeks.

I once already had described on paper
this piece of my life :
my time in Bosnia and
the flight to the Netherlands.

And called it Rebel.

With more details,

but I lost it.

Or someone took it.

After group 8 I went to the MAVO.
At the Rietveld lyceum in Doetinchem.

I obtained the Mavo diploma.

The Mavo lasts 4 years,

I think in the 3rd year

of the Mavo,

I had moved and lived with my father for a while.

In Smilde, province of Drenthe.

Then I came back to mom.

Heartbroken.

I think this will become a series

Are you looking forward to the sequel?

To be continued.

Thank you for reading
the first part of my life story.

I want to give you the next book
as a gift.

Book Recipe for Happiness
you can read on the following pages.

Enjoy.

The Recipe for Happiness, introduction

A book has been written about a true story ... About a man who was imprisoned in a concentration camp at the time of Hitler, and happy.

So, Happiness has nothing to do with your circumstances.

It has everything to do with, your choice to be happy, regardless of circumstances.

Choose to be happy.

Of course there are tougher times in life, like when someone you love, dies. That's part of life. Those times of grief you just have to go through and process.

Processing is best done by talking about it, to get it off your chest regularly.

Or by writing about it,

if you write down a situation or your feelings about it, then it's on paper, and it is less in your head. Writing is a good outlet.

Processing is also done well by: staying busy. Whether that is in your work or your hobby. They say: a rolling stone does not collect moss.

So stay busy

Okay, now you have learned a good lesson about how to better process negative life experiences.

But you're here for the Recipe for Happiness, right?

Well, the lesson you've learned will help to make the recipe work better for you.

Chapter I

Here it comes then ...

You have probably read a local newspaper, and you regularly check the news.

(the daily news on television)

Have you noticed that about 99% of it is bad news? Only misery .. If you did not know better, you would think that the whole world is going to perish.

If it's a habit for you, to watch the news every day for half an hour ...

Have you ever wondered if it's healthy for you? Does it make you happy ?

Of course not !

The easiest way to change a habit is by replacing it with a new habit.

So from today on, instead of watching the worldly news half an hour a day

Watch COMEDY for half an hour a day.

Mandatory.

Every day.

Well, now at half past eight in the evening it's not news time, but Comedy time.

If you watch comedy, you relax & you laugh.

Sounds healthier, doesn't it?

Well, laughing every day is easy to do, right?

And replacing your old bad habit in this way, with a nice, healthy new habit, is probably easier than you thought.

Except that relaxation is good for you, when you laugh, your body makes endorphins.

Those are natural happiness substances and natural painkillers..

Well, after 21 days of daily watching comedy, you will have formed a new habit.

So watch Comedy every day.

You can watch a lot of standup comedy on Youtube for free.

Simple? Sure, but you have to do it, every day, until you don't have to think about it anymore, and you start doing it automatically.

Chapter II

Some Happiness Ingredients in a row:

- Watch comedy every day, at least one hour.
- Eat ice cream, treat someone with an ice cream.
- Work out, throw out your frustration by playing tennis or go for a run.
- Pee in the yard (and if you get a fine for urinating, laugh your ass off)
- Do not worry, life is too short for that (by staying busy, you do not have time to worry)
 - Hug the people that you love
 - Go enjoy a cup of coffee or tea in the city or town, treat someone.
 - Buy or save a cat or some other pet
 - When you receive money, immediately save a part of it
- Don't let the media scare you, the world is not getting worse, the world is getting better.
- Sex, need I say more (when you have sex your body also produces endorphins = those natural happiness substances)

Maybe the Recipe for Happiness
is different than you had expected...

But that doesn't matter,
the point is that it works &
that it will help you to live happier.

Do it,
it is easier
then looking with a sour face.

Note from the author

If you liked this book & got some value from it.

Would you then be so kind,
please,

to recommend it
to the people that you know.

So that they too can enjoy it
and live happier.

Thank you very much.

It was my pleasure to write and translate
this book (my third one) for you.

I hope it helps you to live happier.

(I know it will, if you do the things it teaches)

And I hope, that we can together make a contribution
to more happiness in the world.

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About the author :

Jasmin Hajro,

founder of Hajro International

Writer of 50 books

Jasmin got an opportunity to sell packages of greetingcards,
door to door in 2015, he took the opportunity

Got sales training and went out selling.

Soon he founded establishment Hajro

and expanded the product line
with unique greetingcards that he himself designed,
a giftmug filled with candy and wrapped as a gift
and the many books that he has written.

Hajro donates every month to 5 charities.

Jasmin still sells door to door
and is becoming more successful
every year, as is the Hajro company.

Jasmin, by study and experience, became an expert in a few fields :

Sales, book 100% sales rule

Business, book Challenges in having your own business in real life

Writing, book Secrets of writing and selling books

Finance, book Build your fortune.

Jasmin is an authority on success

because he made company Hajro International

viable and successful

and because of his newest book :

This is the real secret to success, forget mindset, shiny objects and the law of attraction