My Blog

What conclusion would you draw from a child that barely graduated high school? A child whose highest qualification was a D student in his final years of high school? Would it be said that this child is a failure to society and has no hope for success because of how poorly he did in his formal education? Well, with the traditional way of thinking, I am certain that many would say this child is doomed and as such would not stand a chance of being affluent because of his background. This is the story of Sashin Govender, a 26-year-old who was born in Durban, South Africa and was told by his teacher back in high school that he would not amount to anything because of how badly he did in high school.

A group of people standing next to a car

Description automatically generated with medium confidence

In his earlier years, he was introduced to personal development, which completely changed his mindset and the whole trajectory of his life.  
Sashin went from being called a failure to having one of the biggest success stories there is. At the age of 21, he became a 7-figure earner and by the time he was 24, he was a multimillionaire making over 8 figures.

A person sitting on a car

Description automatically generatedAbout a year and a half ago I spoke to Sashin at a personal development seminar and had asked why he ventured into entrepreneurship, his response was – so that I could buy all the fancy cars and get the girls I want. Haha! I loved the sense of humor but in reality, he was joking. The real reason why he ventured in that area was not only because he was labeled as a failure but also because he knew he had so much potential inside of him and was capable of doing incredible things in spite of what the naysayers had to say. Today Sashin is the CEO and founder of multiple businesses, a three times bestselling author and a motivation speaker that has impacted millions of lives across the globe.

One mantra that Sashin lives by that I absolutely agree with and practice is “Formal education will make you a living, but self-education will make you a fortune.”

Artist’s Statement

The story of Sashin was a contributing factor which led to my decision in choosing my topic for Unit 2. It was my personal development journey which opened the gateway for me to meet Sashin, as well as many others like him. Oh boy! When I tell you this story is so powerful and dear to me, like it not only shows how he defied the odds and took over the entrepreneurial industry by not allowing the past or his circumstances to depict his future but it also shows that you can achieve absolutely anything you put your mind to amidst what others think of you. Perhaps, people will think whatever they wanna think anyway so might as well take a risk and do that which make you happy! Right?

It is evident that many people will have different reasons as to why they want to become entrepreneurs or start a business. For Daniel Alley (One of the sources in Unit 2), it was because he hated the idea of having a boss over his shoulder and for Sashin it was because he was considered a failure to society. I know many share the same experiences as I hear people complain about all these issues they have working for people and merely wanting to be their own bosses and to be honest I kind of share the same sentiments.

**Why I Chose the Use of Blog as My Genre?**

Well to be frank, I chose the use of blog as the genre to write in as I believe I would be able to share my experiences, as well as my journey throughout the writing process in a more personal and informal fashion. Did it work? I’d like to think that it did -- haha.

**What Audience am I Targeting and Why?**

The audience I’m really trying to reach with this writing are millennials as well as people wanting to become entrepreneurs. Why this audience? Well I gotta tell you, millennials love money and the idea of living life on their own terms. As a

millennial myself, I can truly attest to that! I mean yes, the baby boomers and Gen Xers may also be interested in money but based on the extensive research I’ve done in unit 2, it shows that the younger generation are more prone to looking for different ways to make money other than having a 9-5. I truly believe the topic is ideal for the intended audience because the focus of the writing was centered around millennials becoming entrepreneurs as well Daniel Alley going into details as to how he went from practically changing 40 jobs at just 21 to becoming a multimillionaire. I wanted to see the reasons behind the vast growth of young entrepreneurs, their stories, as well as challenges they were having in cooperate America which led them to become entrepreneurs then share that information with the targeted audience and I thought that’s something millennials would find intriguing.

When I was first informed about the assignment, it took me a little while to figure out which topic to write about. It was challenging because there were so many topics to choose from, topics I was either super passionate about or just had an interest in. It took me hiking and seeing the beautiful views of the sunset that triggered my memory of Sashin’s story and led to me having a strong urge to choose the topic I did.

When I began doing my research, I was surprised by how limited the information around the topic was. This made me a bit disappointed and for a second, I thought of changing my topic. I thought of writing about topics that were more popular like the coronavirus or obesity but then I felt like I would not be as authentic since they weren’t really areas I was passionate about. I had to do some serious digging to actually come up with the three sources I wrote about in unit 2.

There were various appeals that were used to write the essay such as pathos and logos to bring the information across. My first and third sources were centered

around the logos appeal as the information was factual and statistical. The appeal used in the second source was pathos as Daniel Alley shared his personal story, appealing to the emotional side of the listener to bring his information across.

Overall, it would have been a bit easier if more millennials were out there sharing their stories in various genres as to why they become entrepreneurs. In that case I would have had a vast majority of options and sources to choose from however, I did my best with what I had, and I was satisfied with my writing.